

# MEDICAL October 1928 ECONOMICS

The Business Magazine of the Medical Profession



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# MEDICAL ECONOMICS

October  
1928

The Business Magazine of the Medical Profession

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# MEDICAL October 1928 ECONOMICS

The Business Magazine of the Medical Profession

This is Volume 6, No. 1

Editorial Offices: Rutland, N. J.

## How to Build a Successful Practice

By Harold Hays, M. D.  
New York City

THE creation of anything, whether it be a successful practice or a successful business, must be founded on certain ideals. In the first place one has to consider what he means by success. Is it reputation, the amassing of a fortune, or the satisfaction in doing well what one sets out to do?

In a novel I wrote some years ago which dealt with the experiences of a young medical man, I stated, "There is only one true definition of success: Success is the ability to accomplish your desires, measured in terms of conscience and happiness. Money success is a secondary consideration."

In other words reputation means nothing if one has to destroy others to get to the top; reputation means nothing if one

has to make pitiless ambition override every decent principle. Again, the making of a great deal of money means nothing if one is not happy; the amassing of a fortune, when health is sacrificed, may mean that one becomes a hopeless pessimist, regretting that he did not get the joy out of life that was due him.

Optimism is the keynote of success. But one cannot be optimistic if he is not successful, if he is not satisfied with life.

Primarily, a young man enters the profession with a certain amount of idealism. He feels that he will get more pleasure out of life than he would by going into business. Certain facts stare him in the face. The first is: how long will he have to study before he gets into practice and how much will this cost

in actual dollars and cents? Secondly, how much of a living is he going to make after he gets out into practice?

On the face of it then, regardless of how much idealism one has, in this worldly commercial universe of ours, one has to consider material welfare, which is a matter of dollars and cents.

I do not wish one to feel that he has to sacrifice all idealism in order to be successful. The real, true men in medicine who have made the greatest success, finan-

Regardless of how one may stigmatize the man who has made a financial success, we must accept the fact that one is often measured by the tangible evidences of success that he shows. This applies not only to the measure that your professional brothers make of you; it is often the only way that the layman measures you. Primarily I cannot help making the remark that most professional men follow in the foot-steps of their elders and are perfectly content



About twenty years ago, physicians around New York City began to feel the influence of a new colleague, a young man who set out to apply sound economic ideas to the practice of his specialty. He also contributed much of scientific value, becoming, in a few years, connected with several hospitals and faculties. . . .

cially and otherwise, are those who have been able to keep to their ideals and yet because of innate ability, common sense, business acumen, personality, and similar factors have made themselves financially successful too.

In any successful practice or business, certain elemental factors are of importance and one must have most or all of these factors in his make-up. Among the most important are:

- Personality.
- Educational foundation.
- Business sense.
- Psychological introspection.
- Health.

to go along well-worn paths without attempting any originality or individual thought.

One may ask how it is possible to do something that the other fellow hasn't done. No one can answer that question for anyone else; it is a question of individuality. But in analyzing one's own situation, one might ask himself the following questions: Have I kept up to date in my work? Is my work distinctive? Do I attempt to impress my patients a little differently than the other man? Am I keeping a dowdy office with second class material, or am I using everything of the latest design? Do I

may cultivate myself in speech and manners and refinement so that I may attract a better clientele?

First impressions count for a great deal in sizing up professional men. The average patient wants to see a clean doctor and a clean office, and this should extend down to clean finger-nails and dustless furniture in the waiting room.

Personal cleanliness should be so much a matter of habit that one should not have to give it a second thought. A demonstration of cleanliness before the patient will assure him that you

on his hands. He told me that it had been his custom for years to put a few drops of Lilac Vegetal on his hands after each washing. This seemingly trifling detail may seem insignificant, but, if it made such an impression on me, it must have also pleased others.

It is surprising how often the success or failure of any undertaking will depend upon small things. Most of us know how to do the mass things. A waiting room demands chairs, tables, lamps, rugs, and so forth. An examining room demands the usual equipment. One may add a small

How well his economic ideas have succeeded may be judged from the fact that today Dr. Harold Hays is president and director of corporations owning the Park West and Park East, two modern examples of the hotel-hospital deluxe. His theories on the importance of details have thus been rather elaborately proved.



are immaculately clean. I recall one patient asking me how I sterilized my atomizer tips after they had touched his nose and throat. I did not answer him in words but calmly removed the tip and placed it in the boiling water in the sterilizer. Little matters of cleanliness count for a great deal and are often commented upon.

About two years ago, I visited a dentist whose neatness and cleanliness are beyond criticism. I noticed a faint perfume on his hands as he came near enough to my face to make an odour perceptible. It was most pleasing to me and I asked him what he put

laboratory, a toilet and a rest room.

But what a difference it makes when little personal touches are added which show an artistic thought! No one is ever struck by mass construction. But if one sees a tasty tapestry on the wall or a well chosen engraving; if he notices a dainty lampshade which doesn't grate on one's sensibilities, he is bound to have a sense of comfort; and this is increased if he goes into a well appointed treatment room where he sees the minimum amount of waste effort.

I presume that every young  
(Turn to Page 85)



# What Is the Perfect Secretary?

*By an Office Attendant*

**T**HE reception room attendant who wants to make a success of her work must learn one thing right from the start—and that is to keep just three jumps ahead of any and all situations that arise during her usually hectic day.

It is no sort of work for one who likes to dream. You simply can't read novels or write love notes and be secretary to anyone but a horse doctor, and often not even then.

I know, because I have had experience. I like to dream as much as anybody, and I have always had an irresistible desire to tell people who annoy me just what I think of them.

But I can't do either, and hold my job. In fact, I have learned to be both alert and diplomatic. Chiefly, I have learned to study the patients who come into the office where I am employed, and to endeavor to think just ahead of them.

Each person in any physician's clientele feels that he, as an individual, is the doctor's only case. This is, psychologically speaking, only natural; and yet how is a physician, with hundreds of pa-

tients under his care, able to give this individualistic service? How is he going to keep at his finger tips the mass of detailed information necessary to maintain this personal attitude? He can't.

It is through his secretary that this must be accomplished. The burden of information necessary for a personal acquaintance with every case falls upon her. It is only through her sincere interest in each person with whom she deals that she can expect to cope with her problem.

It seems to me that a secretary's first requisite must be a sincere liking for people. Practically all patients need a little sociable interest taken in their particular affairs, and a busy physician isn't able to give much time to this sort of thing—much as he should like to do so.

If a secretary can't or won't be interested in listening to Mary's latest ailment, and Jimmie's latest pranks, to say nothing of Mr. Smith's latest business deal, then she is not the person for the position.

She must always take time to be pleasing, ready to listen, and ready to advise in matters that



are not of enough importance for the doctor's time.

Furthermore, she must have a good memory. Otherwise how can she be ready to greet Mrs. Jones, when she comes back next week, with a comment on the fine game her son pitched last Saturday?

Besides this interest in people, and a good memory, a secretary needs to think quickly. The telephone rings; she picks up the receiver and sweetly answers, "Dr. So and So's office." Then she hears, "Hello—this is Rosie."

(What thoughts run through the poor secretary's mind at such times—Rosie, who in heaven's

you see, my little brother Johnny was in to the office yesterday to get some medicine for his eye—his big black eye?"

Immediately the secretary sees light. The whole case flashes before her mind and she can probably deal with anything that is asked without having to bother the doctor and without having given herself away. And Rosie is triumphant—the doctor's office knows all about her Johnny.

And then Mr. Dunnigan walks into the office. "How-do-you-do, and how is Mrs. Dunnigan's dog today?"—(the dog who had his foot run over when it was a pup.)



No office attendant can function at her best unless she has a comfortable and appropriate place in which to conduct her work. At the left is a photograph of a room corner, delightfully decorated, in which a New York physician's secretary performs most of her duties. The arrangement at the right allows the attendant to be in close touch with all offices in the suite.

name is she— we have a dozen Rosies.)

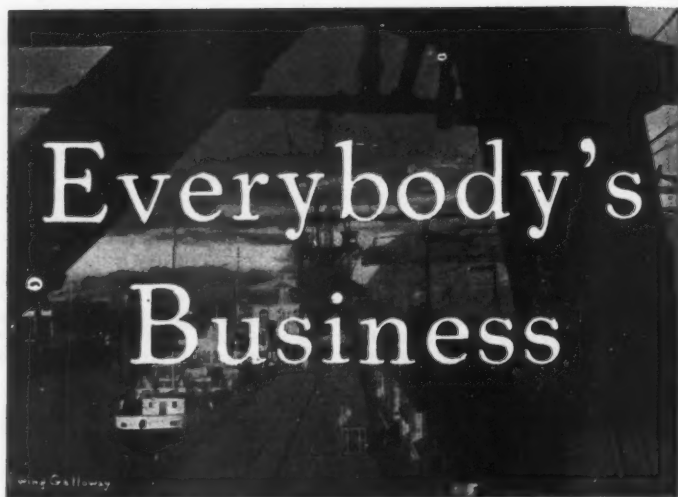
Instead of asking for Rosie's last name, however, the secretary summons up her wit and says, "Oh yes—Rose, what can I do for you?"—hoping that through some further remark of Rosie she may get a line on the case.

Sure enough, it comes—"Well

Mr. Dunnigan immediately beams, and goes into the waiting room with a smile on his face.

Then there is Mike, the little Polish fellow with the bad hearing. The secretary knows that he will be embarrassed if she snouts at him in front of a dozen people, so she walks up close and

(Turn to Page 71)



By Floyd W. Parsons

**J**UST as I sat down to dictate a little story covering a number of interesting points in the field of business management, there came a call from the office of my broker. After cleaning up a personal matter, I asked concerning the action of the market and was switched immediately to the phone of a young man in the board-room where the quotations are posted. He said the market was booming and the rise had hardly more than commenced. Montgomery Ward had jumped 20 points at the opening and other star performers were following this sensational lead. It looked like a five million share day and right now was the time to get in.

I was surprised to get this line of talk from an old and highly respected brokerage concern with conservative leanings. I realized, of course, that I was not getting a reflection of the views of the heads of the house, but rather was talking to one of the so-called new generation who had so far

seen only one side of the Wall Street picture.

As he poured forth his enthusiasm, telling how Chrysler would double in price and Montgomery Ward go to probably six or eight hundred dollars a share, I decided to change the subject of my story and talk about a menace that is becoming more and more of a threat to the stability of business.

The stock market has not become a law unto itself notwithstanding its seeming success in ignoring proved fundamentals, and in making eminent economists appear foolish in their efforts to explain the meaning of important developments and the significance of current trends. There is hardly a prophet left who would bet ten cents on the correctness of his beliefs.

Great leaders in the financial and business world are now doing as much guessing as the ordinary layman. Most of our new initiates in the field of speculation, however, expect to call the

turn, and are quite sure that they will not be among those left to hold the bag when the lights go out and the play ends.

Old-timers have not shared largely in the profits resulting from the current rise in the prices of securities. The real winners have been those bold and innocent souls to whom precedent means nothing and yesterday's experiences are without value.

In playing the stock market there is some of the same psychology that applies to golf. Every devotee of the old Scottish game knows that any exercise of fear is disastrous. Even a duffer will often make a great drive on a strange course merely because he knows nothing of the hazards that lie ahead. His is the courage born of ignorance.

In the stock market today the big gains have gone to the fellows who were willing to go in after the careful investors had sold out on the theory that the top had been reached. The officers of hundreds of corporations disposed of the securities of their own companies a long time ago and are now speculating in the stocks of other concerns. It is fatal at present to know too much about the earnings and

prospects of any enterprise that you want to play for a rise.

Preaching is of no avail when human nature decides to show its independence of arbitrary rules and laws. In 1913 we took steps to protect our nation against the excesses of people cursed with the mania to get rich quick irrespective of all consequences.

The Federal Reserve Board was created to prevent the use of money and credit in any way that might create inflation and bring about a business depression or a money panic. Now we discover that the traffic in money is about as hard to control as the traffic in liquor. A stiff money rate, while serious to the investor, means nothing to the gambler out for a quick killing.

Stories of tremendous fortunes built up almost overnight have fired the imaginations of millions of people. Big stockmarket operators are taking care that the flames of speculation shall not be quenched. Capital has poured into Wall Street from all over America and from abroad. The Federal Reserve Board has learned that although it can control the banks, it cannot prevent individuals and corporations from

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"...making money is not nearly as hard a job as keeping it. . . There is still virtue in the practice of caution."



# This Question of Calendar Simplification

By Frederick W. Keough  
Eastman Kodak Company

**T**HE desirability of adjustment of the calendar has been recognized for centuries. Public attention is now being focused on the question as a needed step in the progress of human affairs. The present measure of time with its months of unequal length, shifting day names and floating Easter and other church festivals, is considered a makeshift for a scientific instrument. The calendar which we now use makes it impossible to compare months of different years without making adjustments for varying numbers of Sundays, holidays and so on.

In relation to summarizing and comparing vital statistics, calendar revision presents aspects of great practical value. About 80 percent of the nations have abandoned the monthly basis for health reports and are utilizing week periods as an aid to accurate analysis. Any public health program needs all possible light as to the actual facts that appear in physical and sanitary surveys.

The accurate tabulating of diseases, treatments, deaths, accidents, injuries and similar happenings, is the first step toward their prevention and control. Opportunities for preventive effort are legion; one need only consider the tremendous economic gains that have resulted in two decades from the attention focused on preventable accidents and illnesses. Professional initiative and resourcefulness are stimulated and increased by accurate knowledge of the factors that influence the wealth and welfare of the community.

In some places health statistics are recorded in monthly totals and for ten day periods; the effect is that Saturday's records are for one-half day, and Monday's for a day and one-half. With the days of the week shifting, the totals are misleading, varying up to 15 percent from the truth. Even though diseases, births and deaths decreased, this might not be shown in the comparisons published.

Dependable health records are essential alike for current and permanent use. From the scientific point of view the adoption of the simplified calendar of thirteen months of 28 days, would help to relieve the twilight in which scientific authority now finds itself in the pursuit of its researches.

In this connection Dr. C. I.



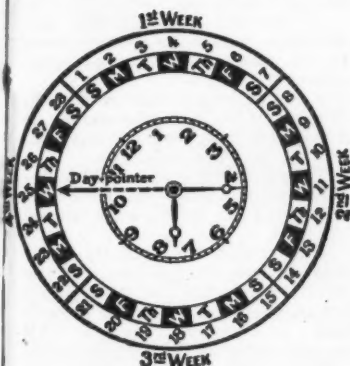
GEORGE EASTMAN

Marvin, Chief of the United States Weather bureau, may be quoted:

"To those whose daily work along scientific lines brings them face to face with the faults of the present calendar, it seems that only habitual use of it by those who are unconscious of the needless waste it entails can explain how anyone can advocate its perpetuation. On the other hand, only lack of acquaintance with the simple elegance of the 13-months plans, and the scientific and civil benefits that will

modify the present calendar but still keep the shifting dates. The other establishes 13 months of 28 days each: this is known as the International Fixed Calendar.

The thirteen months of 28 days plan, originated by Moses B. Cotsworth, a British scientist, and supported by George Eastman as its leading advocate, provides for a new month, "Sol," to be inserted between June and July; for an extra Sabbath—the 365th day of the year—to be observed as December 29; Leap Day, once in four years, would be observed as June 29.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Clocks would tell the day of the month, according to the method shown at the left; above is a calendar which would represent every month in the year.

accrue to all humanity by its adoption, will cause anyone to oppose this reform."

The age-old but unorganized sentiment for calendar rectification assumed the character of a definite world movement through an international conference at Liege, Belgium, in 1914. The World War prevented effective conclusions. In 1923 the effort got under way again when at the request of the International Chamber of Commerce, the League of Nations assigned the calendar subject to a special Committee of Inquiry. This committee devoted three years to a study of 185 calendar suggestions offered by 38 nations and reduced them to two. One would

The League of Nations, functioning as a clearing house, addressed an identical letter to the various nations, including the United States, through the Secretary of State, to form National Committees to consider calendar revision. The National Committee for the United States has been formed and comprises government and non-government representation. In the first group are: Dr. C. F. Marvin, Chief, Weather Bureau, for the Department of Agriculture; Dr. G. K. Burgess, Chief, Bureau of Standards, for the Department of Commerce; Captain W. S. Eichelberger, Superintendent of the Naval Observatory, for the Navy Department; Dr. J. J. Tigert, Commis-

sioner of Education, Department of the Interior; David S. Finley, Treasury Department; and Ethelbert Stewart, Commissioner, Labor Statistics, and Mary Anderson, Chief of Women's Bureau, Department of Labor.

The non-government group includes: George Eastman, Chairman; Dr. Haley Fiske, President, Metropolitan Life Insurance, New York; David Lawrence, President, United States Daily, Washington; Mrs. John D. Sherman, President, General Federation of Women's Clubs, Washington; Dr. Mary Roberts Rinehart, Washington, D. C.; Dr. Valeria H. Parker, President, National Council of Women; and other men and women prominently identified with industry and commerce, labor, women's religious and other organizations.

The findings of the National Committee will be submitted to the Secretary of State for his information in connection with his reply to the League of Nations communications.

Many large organizations such as the American Bar Association and the Chamber of Commerce of the United States have appointed committees to study the calendar subject, and various organizations such as the National Association of Cost Accountants expressing the demand of modern industry and commerce for a rational basis for comparing statistical records of corresponding years, months, etc., have endorsed the 13 months plan as logical and necessary. Scientific, labor and other bodies have added their commendations of the 13 months proposal.

Briefly stated the advantages of a calendar of 13 equal months of 28 days are:

All months would be equal, having exactly the same recurring 28 week-days.

The day of the week would always indicate the monthly date, and conversely, the monthly date would indicate its weekday name. Both day and date could be re-

corded on clock and watch dials.

The diagram on the preceding page shows how clocks would indicate date, as well as time.

\* The complete four weeks would exactly quarter all months, harmonizing weekly wages and expenses with monthly rents, accounts, etc.

Pay-days would recur on the same monthly dates. This would facilitate both business and home life.

Each week-day would recur on its four fixed monthly dates, thereby making more regular the weekly and monthly work, payments, production, etc.

All periods for earning and spending would be either equal to, or exact multiples of each other.

Each national, state and local holiday, whether calendared or locally applied, would always occur on its same weekday.

Every month-end would coincide with the week-end. Fractions of weeks at month-ends would cease.

The month of exactly four weeks would obviate many of the adjustments now necessary between four and five-week periods and all present months. All months would be comparable without any adjustments being made for unequal numbers of days or any unequal number of weeks.

A great amount of clerical work would be eliminated in the preparation of accounting and statistical reports for government, business, scientific, health and home affairs.

The reckoning of lapse of time for interest and other purposes would be appreciably simplified.

Easter could be fixed, which would be of benefit to churches, to certain industries, and to schools, colleges, universities, courts, etc.

There would be a saving of money in printing and circulating calendars and also of time in referring to calendars

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# The Charity Patient

{ A little story without words }





# The Doctor and his Investments

*By Merryle Stanley Rukeyser*

This is the eleventh article by Merryle Stanley Rukeyser, financial editor of **MEDICAL ECONOMICS**, on investment problems and opportunities of physicians. It deals with the new vogue of recommending diversified common stocks as substitutes for high grade bonds, for long term investment. The article points out the importance of timing in the acquisition of common stocks, and shows how recently price tendencies have heightened the attractions of good bonds.

**I**N his contact with the realm of finance, the prudent physician will be an investor, rather than a speculator. His interest will be in soundly building an estate, rather than in the will o' the wisps of marginal trading.

Yet the extraordinary behavior of the choicest common stocks in the last six years inevitably raises the question whether the portfolio of even the conservative investor should not contain some stocks, as well as bonds and mortgages. Since January, 1922, the average price of seventy industrial stocks rose from 60 to 180, and that of thirty rails soared from 62 to 130. In addition many of these shares paid dividends at least equal to the yield on good bonds.

This sustained spectacle of rising quotations has tremendously whetted the public appetite for securities which give a partnership interest in corporate profits, not merely an evidence of limited indebtedness.

The whirling of stock prices to unprecedented peaks has tended gradually to break down the austere habits of investors, who for a long time stood aside, and placed their savings in more secure vehicles. It is a fallacy to assume that the advances of the last six years will necessarily be repeated in the next. Frequently, the financial pendulum swings too far in one direction or the other, and subsequent correction is found necessary. Stocks in general were a more attractive pur-



chase four to six years ago than they are now, but old fashioned investors who were skeptical then are becoming more optimistic now. It is evident that they did not time their shift of investment philosophy judiciously.

Wall Street, like Main Street, cultivates myths and folklore, but under new economic conditions they are now in flux. The old financial axioms that bonds alone were suitable for investment and stocks for speculation have of late been challenged with growing success. Edgar L. Smith and Kenneth Van Strum, finan-

belief in common stocks was synchronized with the rise in the average price of such stocks to the highest levels in the history of the country. Accordingly, the naive investor should be warned that securities, like real estate, are attractive only at a price. Even the best cannot be safely acquired blindly without reference to the ratio between assets and present and prospective earning power to current market quotations. Irrespective of the immediate short term prospects, stock quotations in general are now high, and it is a dangerous



### Notice to Investment Readers

With next month's issue, Mr. Rukeyser will have been financial editor of **MEDICAL ECONOMICS** for one year. In that time several hundreds of letters from physician-investors have been answered, and advice given, free of charge. The increasing number of these requests for financial advice makes it impractical to continue a gratis policy; and therefore, after November 1st, a charge of one dollar will be made for answering single inquiries, and of five dollars for analyzing long lists of securities. Checks should accompany inquiries.

cial scholars, conducted researches into financial price history, and purported to gather data which demonstrated that a diversified list of common stocks has a margin of advantage over high grade bonds for the long term individual investor, though not for the institutional investor, like the savings bank or life insurance company, which has outstanding their own obligations payable in dollars.

The conversion of investors to

time for traditional bond investors to make eleventh hour switches from bonds to stocks. Nevertheless, many are doing this.

The meistersingers of the value of common stocks for long term investment purposes perceive the need of waiting for the propitious moment to acquire securities. Mr. Van Strum says: "It was seen that, if the common stock investor was granted a small

(Turn to Page 79)

# The Problem of the Dark Reception Room

[Third in a series of interior decoration  
articles, written by Lucy D. Taylor]

FOR the smaller sums of money, we have seen (in my previous article) that it is impossible to obtain the character that can come with more liberal expenditure, although we may still make rooms very attractive if sufficient care is given to the problem. And as character in interior decoration is the equivalent of good libraries, fine music and the refinements of living in any other walk of life, I have asked Miss Ethel A. Reeve, one of our best decorators and a former vice-president of the Decorators' Club to lay out three rooms which she would consider adequate both from the practical standpoint of professional use and that of decorative character. The first of these solutions is treated in the present paper. The other two are to follow.

The problem is an office in which the reception room is dark. To make the situation as thoroughly disagreeable as to require real thought, Miss Reeve chose a suite in which the reception room was absolutely devoid of daylight. The plan is given on the next page.

## RECEPTION ROOM.

1. Writing desk, Urbino.
2. Easy chair.
3. Sofa.
4. Italian chair.
5. Italian arm chair.
6. Arm chair.
7. Italian table.
8. Bench.
9. Savanarola chair.
10. Small walnut table.
11. Half round table (walnut).

12. Walnut carved table.  
Silk hanging.  
Picture.

## ENTRANCE HALL.

13. Telephone switchboard.
14. Umbrella stand in wrought iron.
15. Carved walnut console.  
Italian mirror.

## CONSULTATION ROOM.

17. Italian arm chair.
18. Revolving desk chair.
19. Flat top walnut desk.
20. Palestrina, provincial.  
B.C. Bookcases.

Miss Reeve has done two outstanding things. She has shown how a fake window may be inserted by cutting off one corner of the room, thus adding tremendously to the interest of the room; and she has used furniture that would give an immediate effect of dignity, attractiveness and comfort. All three items are qualities that count for much in the aspect of the surroundings of any successful practitioner.

The window would not be very expensive to put in—and it would well repay the effort where an effect is really desired. The glass should be very slightly colored, the windows themselves being of the leaded casement type. They could be swung back a bit and show flower boxes at the back if desired. Fans could also be arranged to give circulation. The lighting in the windows can be so treated as to give a very pleasant artificial sunlight effect. From many points of view, it is a suggestion that is well worth the most careful consideration.

The character of the room is finally established by the quality and interest of the furniture. For this the Italian Renaissance period has been chosen as being particularly suitable for the present problem, where strong emphasis and vigor are needed in order to counteract and overcome the physical difficulties of the situation. The Italian furniture presents boldness of outline, richness of color in its carvings—and admits of much brilliance of tone in the materials to be used with it.

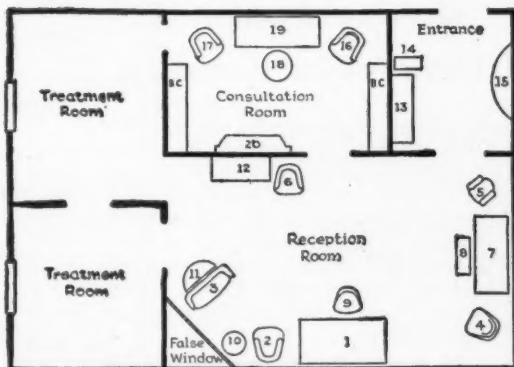
The walls, to be consistent in character with the furniture forms and textures, must be in a rough finish, which supplies a corresponding quality of boldness. For these, Miss Reeve has

For floor covering, a warm taupe in plain Wilton has been used. This again furnishes a depth of tone that gives accent to the walls with their silhouettes of handsome furniture, and provides the quiet that is more restful than a hard floor.

As one enters the first door into the entrance hall, a good impression is created instantly by the walls, dark rug and handsome carved walnut console with its Italian mirror on the left. The wrought iron umbrella stand serves the double purpose of practical use and carrying the furniture atmosphere to the other side of the room where the modern switch board with attendant is placed.

The vista into the reception

This plan shows the position of the false window, and the arrangement of the furniture



chosen a rough plaster slightly touched with green. This makes excellent contrast for the rich warm browns of the walnuts and keeps the walls light, as they must always be kept in any dark room where artificial light has to be used constantly. This statement holds true, of course, for any daylight room that has poor illumination. Light values not only increase what luminating power there is; they also increase the apparent sizes, thus tending further to reduce the closeness and stuffiness of effect always felt in these dark cubby holes.

room is decidedly pleasant. The big leather covered arm chair by the Italian table makes an impressive setting, leading the interest further. And as one steps into the room, the effect of the casement window with the comfortable group near it and interesting writing desk back of it, is very inviting. It is quite attractive enough to make one willing to wait a few moments if need be!

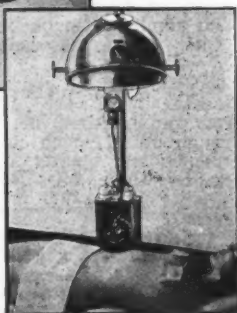
Over the writing desk is a good picture, and this, balancing the window area, is further balanced by a handsome, lustrous green, gold and black hanging,



## Pertinent facts in the consideration of Ultra-Violet Radiation

THE Quartz Mercury Vapor Lamp has been, from the beginning, the standard source of ultra-violet rays. And to say that the Quartz Lamp has always been the standard source of ultra-violet rays is virtually equivalent to naming the Hanovia Quartz Lamps—the Alpine Sun and the Kromayer. For Hanovia Lamps were the first practical artificial sources of ultra-violet rays.

As a consequence, nearly all of our present fund of clinical information, including standardized technique, is based on the use of the Alpine Sun and Kromayer Lamps. Those clinical results form a part of the Hanovia Library. They are freely available to you. The coupon below will bring you promptly any reprints you may desire.



### *Pertinent Facts About the Entire Quartz Mercury Anode Type Burner*

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Gentlemen:—Please furnish me, without obligation, reprints of your authoritative papers upon the use of quartz light in the treatment of

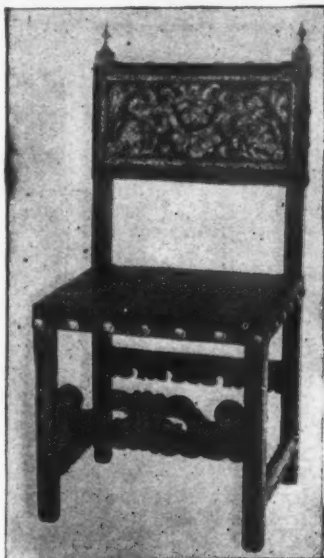
.....  
Dr. ....  
Street ..... City ..... State .....

over the table. The long stool in front of the table is covered with Hungarian embroidery. This makes good texture combination with the heavy table, the smoother hanging, the rough surfaced wall and the tooled leather chair coverings—placed one on each side of the table.

Easy chairs in a reception room may not, safely, be too easy! Most people like a chair which under these conditions of transient usage, does not swallow them up in the midst of billowing down. They are too diffi-

more characterful pieces. The easy chair between window and desk is a moderately overstuffed affair with sufficient hardness to be perfectly easy to get in and out of.

It is comfortable and fits the back excellently. The chair on the other side of the room by the small walnut table is of similar character, medium in weight and not overpadded. The Savanarola chair is surprisingly comfortable to sit in provided the room grows crowded, and, of course, it makes splendid effect



(At left) A chair of ideal proportions and texture for the reception room. It is dignified, yet not oppressively soft and "loungy."



(Above) This sofa is the type best suited to the physician's suite, being sturdy, and easy to get in and out of.

cult to get in and out of, and in summer much too hot. All plain, stiff hard chairs make a room far too severe. It is much better to make selections that effect a compromise, and there are many such to be found.

The sofa is one of exceedingly simple line and good proportion, heavy enough to be in character and direct enough in line to follow the sturdy qualities of the

against the desk as one enters the room. The old brown tooled leather curves to the back and the posture when sitting is distinctly easeful.

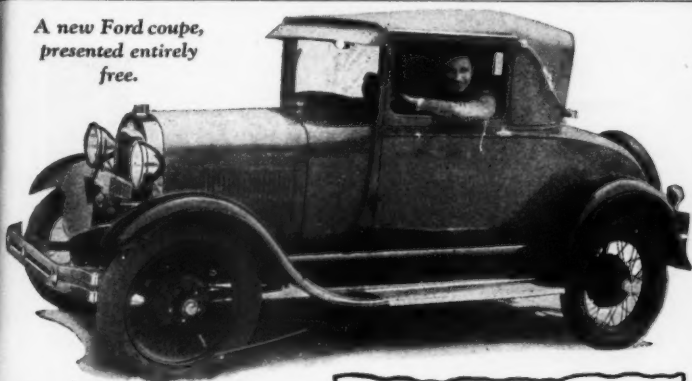
The color scheme is worked out in greens, browns, orangy reds, deeper duller reds and a few small touches of blue. It has dignity, richness, and is eminently cheerful without shouting,

(Turn to Page 63)



This picture represents the actual experience of a physician, as described in the letter on the opposite page. To the physician who submits the best title to the picture we will present one of the famous new, Model "A" Ford Coupes, entirely free. For details read the opposite page.

A new Ford coupe,  
presented entirely  
free.



In order to secure a fitting title for the picture on the opposite page, and also to emphasize to as many physicians as possible the advantages of Dionol, we are making this offer:

The physician who submits the title which best fits the picture will be awarded a new, Model "A" Ford coupe.

The picture illustrates the letter reproduced at the right. Read the letter, and study the picture. Then note your suggestion for the title, with your name and address, on the coupon, and mail to us immediately.

The contest will close at noon on December 15. The name of the winner, and the winning title, will be published in the January issue of Medical Economics.

Every physician submitting a title will receive a full-size tube of Dionol free.

*Here is the letter.  
Read it carefully.*

"Recently, I was called to treat one of the "Ladies of the Ensemble" of the Artists and Models troupe. Because of the very scanty costumes worn and the cold, drafty conditions back stage, the girl had badly chapped the skin of both legs. She was suffering intensely and had scratched the skin in spots, deep enough to bring blood.

Various standard remedies had been applied without results. I applied a thick coating of Dionol, with almost instantaneous relief. Three nights later I was back stage and looked the young lady up. In reply to my question as to how the skin condition was, she stuck her foot up on a trunk, saying:—"Finer than silk—have a look",—which I did. (The last goes two ways.)

The skin was as smooth as normal and she denied all irritation. Another girl in the company had a similar attack, which cleared up on two applications of Dionol. So you can add to the other qualities of Dionol a decided help in the uplift of the drama and an aid in the glorifying of the American Girl".

**THE DIONOL COMPANY**  
4210 Trumbull Street  
Detroit, Michigan

Gentlemen: My title for the photograph is:

.....

Dr. ....

Address .....



## Why the Mercury-Vapor Arc in Quartz for Ultraviolet Therapy?

### Consider These Points

Consistent operation, contributing to accurate dosage measurement.

Greater output, means a given dosage in 1/3 to 1/5 the usual time.

Will operate continuously all day without attention.

Cleanliness, no sparks or fire hazards.

Cost of current consumption negligible.

No special wiring—connect to ordinary lamp socket.

There are a number of other pertinent facts of interest to every physician or institution contemplating the installation of ultraviolet equipment. Write for full information.

TWENTY-FIVE years ago the Victor X-Ray Corporation announced to the medical profession an open type carbon arc lamp for therapeutic purposes, followed a few years later by another and larger model, "The Sun," the clinical application of which was stimulated by Dr. Finsen of Copenhagen.

A great deal of valuable experience was thus obtained, but even though clinical results reported by Finsen were generally reproduced, the adoption of this source of ultraviolet was limited.

Although the carbon arc type of lamp can be manufactured at a low cost and is consequently more readily sold on a low price basis, the Victor X-Ray Corporation abandoned it with the advent of the Uviarc, which produces a mercury-vapor arc in a quartz tube having a tungsten anode. The primary object of this development was to produce a quartz vessel without a ground joint and with metallic lead-in wires sealed in a vacuum tight manner, so as to permit the use of higher wattage input with a consequently greater ultraviolet output.

The scientific advances in ultraviolet therapy and its widespread adoption in the leading clinics in recent years are coincident with the availability of the mercury-vapor arc in quartz.

## VICTOR X-RAY CORPORATION

Manufacturers of the Coolidge Tube and complete line of X-Ray Apparatus



Physical Therapy Apparatus, Electrocardiographs, and other Specialties

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# New Shapes in the Sky

*A Series on Medical Arts Buildings*

XV

*Santa Monica, California*

**E**ARLY in 1927, a survey was made of the Santa Monica district, in conjunction with members of the medical and dental associations, and as a result of that survey, Luther T. Mayo, Inc., a general contractor of Los Angeles, is building and financing a structure to be known as the Santa Monica Professional Building.

Ground was broken February 28, 1928, and the building will be ready for occupancy before the end of the year. It is located on the south-east corner of Wilshire Boulevard, at Seventh Street, in Santa Monica.

The structure is of Class A construction, seven stories in height, of Spanish architecture with Italian influence. An entirely new system of concrete forms, perfected by the builder, brings out a block stone effect, which when tinted will be nothing short

of beautiful. Waste molds have been used in creating an elaborate frieze around the entire sixth floor which will be highlighted to harmonize with the rest of the building.

The main entrance, on Wilshire Boulevard, will have marble floors, travertine walls, beamed and decorated ceilings.

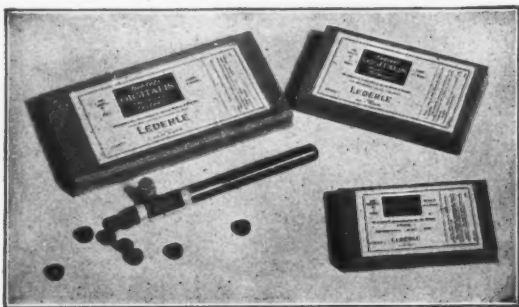
Two high speed elevators are located in the exact center of the building, one large enough to accommodate a stretcher.

This type of building (see floor plan) is specially designed

---

Due to many requests, reprints have been made of the entire series of "New Shapes in the Sky" articles. These will be mailed to readers at ten cents per reprint.

# Reliable Digitalis Therapy



**B**ASED upon the satisfactory results\* achieved in the New York Cardiac Clinics from the use of tablets of standardized powdered digitalis leaf we perfected

## TABLETS DIGITALIS (Whole Leaf) LEDERLE

A study\* of four lots of standardized powdered leaf by GOLD and DE GRAFF gave no indication of loss in clinical efficiency during a period of three years.

The LEDERLE tablets contain all of the physiologically active substances of the whole digitalis leaf.

The LEDERLE tablets are standardized by the Cat Method of Hatcher. Uniform strength and activity and freedom from toxic substances are assured.

Tablets possess advantages over liquids in that they insure accuracy of dosage and are convenient to use.

Supplied in packages of 100 tablets (5 tubes of 20 each) in three sizes:

1/2 unit (3/4 grain)

1 unit (1 1/2 grain)

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\*Gold & De Graff, Jour. AMA., Mar. 31, '28. p. 1016.

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511 Fifth Avenue, New York City  
Without charge send me literature and a sample of

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for professional men, and makes it possible to arrange offices with regard for the best possible light needed by them. In addition to the special design of the building, windows in the offices are seven feet two inches in height, providing the maximum light. The location of electrical outlets for lighting, heating, operating, sterilizing and X-ray are being built into the offices to meet individual needs. Offices also may have laboratories, compressed air and gas outlets where desired.

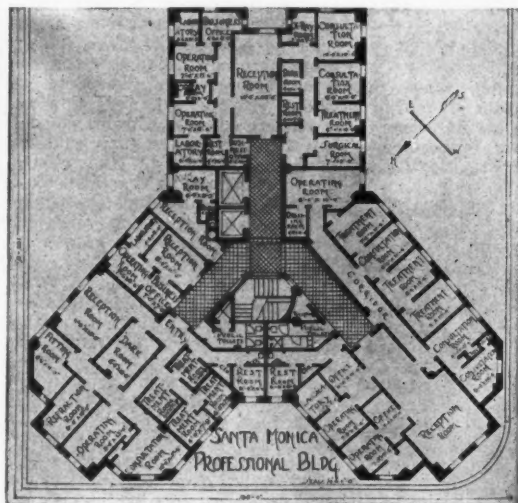
Throughout the building, phy-

decorated to harmonize with the style of the building.

Each floor will have public toilets in addition to showers and dressing room facilities for both men and women.

A complete ventilating system will completely change the air in the corridors every few minutes. There is also water softener and purifier.

On the roof of the building is a meeting room for the use of owners of offices, and for use as a meeting place for the medical and dental associations of the



This floor plan gives every office its quota of light.

sicians, surgeons and dentists have been consulted, and office plans completed according to their individual requirements. This gives the professional men the one thing they have particularly wanted and needed—a "tailor made office."

The corridor floors are of marbelized rubber tile, border of black and gold, Italian marble with waincosting of artificial stone cast in travertine finish. The walls and ceilings will be

Bay District. A complete kitchen adjoins the room, making possible banquets and suppers for the members and their families. One hundred people may be accommodated at a time.

The building is being sold under what is known as the 100 per cent cooperative ownership plan. In substance this means that a corporation has been formed which will take title in fee simple to the entire building and

(Turn to Page 65)

# We Used to Compete— Now We Cooperate!

*How an informal dinner, and some frank words, brought  
most of the physicians in town into better  
mutual understanding*

*By a Michigan Physician*

**A**S I write, I have before me a letter from Doctor ———, who practices in a fair-sized town in the Southwest. In it, he sets forth his bill of complaint against the other practitioners in his town.

From personal experience in the place where I am now practicing, I know that his indictment of his fellow doctors is not exaggerated. In fact, it may not fully cover the case.

Professional men—doctors, especially—are notoriously jealous of one another and the methods they stoop to at times would do credit to a pack peddler or a vendor in a foreign street market. In the scramble to get patients, medical ethics are often tossed out of the window and a sort of grab-as-grab-can policy takes their place.

Business men found out long ago that ruthless price cutting and invidious reflection on their competitors does not pay in dollars and cents. As a consequence, such practices were dropped, until, today, it is the rare business man who indulges in them.

He, more often than not, is looked down upon in the community where his business is located. People regard such a merchant as a pretty low form of animal life. Yet the doctors in the same place, knowing this, often resort to the same cheap tactics.

Aside from the question of the reaction such conduct may have

on the general public, there are other considerations to take into account. What is the doctor accomplishing by undercutting his fellow practitioner or by slurring him? The answer is less than nothing, because, in addition to lowering the general prestige of the medical profession, he is cutting his own throat. He debases himself as a man and he invariably suffers the consequences in smaller medical fees.

Perhaps the most potent argument in the world is the one that touches a man in his most vulnerable spot, his pocketbook. So, as I go along, I shall resort to it.

It is my opinion, based on concrete experience, that until the medical profession learns to cooperate, it may expect to go on living at the bare margin of existence, or so imperceptibly above it that the little luxuries of life that every man wants for himself and his family will seldom be his.

So that the medical profession may look its sins in their face, I am setting them down in categorical order:

1. Slurring a fellow practitioner's ability to a layman.

2. Slurring his personal character, his religion or his morals to a layman.

3. Lying to your fellow practitioner about your charges; then undercutting him on the first opportunity.

4. Belittling his methods in dealing with certain cases on which you happen to be called after he has given up the case.

*(Turn to Page 37)*







# Just a COLD... *yet the patient suffers*

**T**HE usual coryza, simple cough, sore throat and similar ailments are harmless enough in themselves... yet the patient suffers. For instant relief and to combat the hostile nasal bacteria, many laryngologists prescribe Mistol.

This agent being an oily preparation reaches and soothes every inflamed part of the mucous membrane. It clings tenaciously to the surfaces and is not readily washed away by natural secretions. Mistol is applied with the special Mistol dropper without force and there is no possibility of sinus trouble.

## Mistol

REG. U. S. PAT. OFF

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Mistol was developed after long research and is in accord with opinions of leading medical authorities. Its base of liquid petrolatum forms an ideal vehicle for correctly proportioned menthol, camphor and eucalyptol.



# "Our Daily Bread"



(Left) This vender of bread roams the streets of New York City, his shop a perambulator.

(Below) A baker in Constantinople, where bread is both a dietary staple and a decoration.

(Bottom left) Women in Sardinia turning out exquisite pastry concoctions from an oven centuries old.

(Bottom right) Tortillas, the Mexican staple, have been rolled forth from this stone for countless generations.

(Photos by Ewing Galloway)





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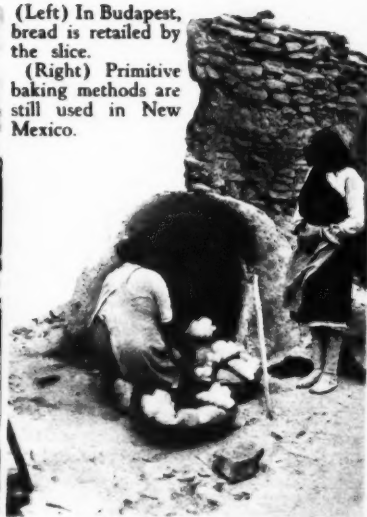
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(Left) In Budapest,  
bread is retailed by  
the slice.

(Right) Primitive  
baking methods are  
still used in New  
Mexico.



**BAUME BENGUÉ**  
(ANALGESIC USE)



## *For Chest Colds*

A dependable and easily applied analgesic and counterirritant for all aches and pains.

Prompt and efficient in its action.

Prescribed by physicians for two generations.

Write today for your sample to

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5. Stealing patients from him, or cutting in on his practice in any way.

6. Criticizing him to patients for dispensing medicines, even when you yourself do not dispense. Progressive doctors all over are coming to this practice.

7. Betraying any confidences he may repose in you regarding a patient's financial status, his foibles, or what not.

8. Listening to patients' gossip about a fellow doctor, or gloating over his errors.

Practically all these trespasses were set forth by Doctor ———, in the letter I received, and more, too, of a less general nature. The doctor wanted a remedy. I suggested co-operation. But before I set him on the path of bringing the other fellow to time, I told him to examine his own conduct.

"He that is without sin, let him cast the first stone . . ." Unless you are absolutely right with yourself and your fellow practitioners, you cannot go to them and point out their misdeeds nor ask for their co-operation. Secondly, before you try to enlist them in your scheme for closer harmony, be persuaded yourself that co-operating with the other doctors in your town will help not only you but them as well.

I faced all the evils in the foregoing category, when I first came to this town to practice. Every doctor in town was against me, a newcomer. I soon learned I was not the sole object of their attacks.

They fought among themselves and aired their difficulties before laymen. Each man's hand was against his brother. They were snarling and fighting over cases like a pack of hungry dogs over bones.

The natural reaction of most men in my position would have been to resort to the same policy in self-defense. However, while I was paying my way through college, I worked for a man who had instilled in me the idea of treating my competitors as I wished to be treated myself. I had found that this principle worked very

well in business, and I saw no reason why it should not apply equally in the practice of medicine.

So I called up my six fellow practitioners and asked them to dinner at my home. Four of them accepted my invitation and came, expecting trouble which they did not find. I was friendly, and so they felt themselves under obligation to unbend, too.

After dinner, as we sat smoking, I began to talk to them about the change that had come about in business methods during the last twenty-five year. I pointed out what I knew about the evil which was worked in cutting a competitor's throat and vilifying him. I illustrated with concrete examples.

Then I brought the talk closer home. I spoke about Merchant A and Merchant B in our own town. They were of the old school. Customers took advantage of them, played upon their mutual jealousies, and beat down their prices to the point where neither man was able to make more than a bare living.

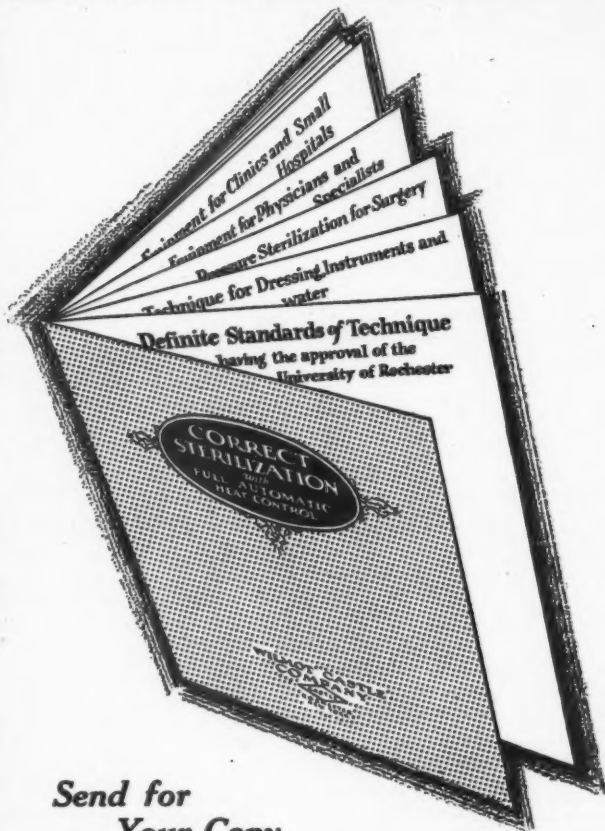
Merchant C, on the other hand, was using more progressive methods. He had the largest number of customers and was prosperous. People came to him because they knew when he charged a certain price for something, it was worth that price. They were not afraid it would be sold to someone else for less. C never spoke about A or B at all and people respected him for that alone.

The doctors all smiled when I finished. One of them said: "The analogy is clear."

It was. That brought the question of price-cutting and vilifying one another right to our own doors. During the next few hours, we thrashed the matter out quite thoroughly and agreed among ourselves that we would try six months of doing without. During that interval, we met quite often in informal sessions, sometimes in

(Turn to Page 66)

## An Authoritative Publication



*Send for  
Your Copy*

# CASTLE

WILMOT CASTLE CO., 1143 University Ave., Rochester, N. Y.

Please send the Castle book on Correct Sterilization

Name .....

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## “Nine Years Going Begging”

*H Sheridan Baker*

**I**N the space of about four years, MEDICAL ECONOMICS has devoted no less than nineteen full-length articles and five editorials to the subject of health education as inaugurated and supported by physicians themselves.

With what result? Physicians in at least a score of cities have joined together, either through their county societies or through other organizations, to carry on some form of health publicity; many other communities are thinking, with a great deal of seriousness, of doing the same. The few examples of really successful publicity have been enough to give the public a desire for more.

The Metropolitan Insurance Company, with its big advertising program, has helped inestimably to bring us nearer the day when preventive medicine will be one of our major current topics.

And, if this were not enough, comes the Saturday Evening Post with an almost page-long editorial headed “Nine Years Going Begging.” Here is what the editorial said, in part:

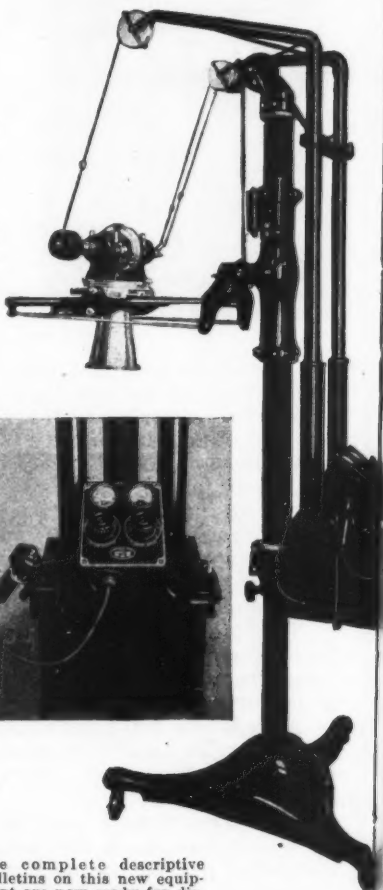
“The richest and the least-worked mine of health, happiness and potential wealth lies in the field of preventive medicine. The achievements of modern medicine during the past thirty or forty years may be fairly called stupendous; and yet so much remains to be done for the organized conservation of health and life and physical well-being that the battles of the future press harder for attention than the victories of the past...”

PHYSIOTHERAPY  
**ENGELN**  
X-RAY

## A Splendid Aid In Your Diagnoses and Records . . . .

Can be installed in your present office without additional floor space or expensive wiring.

**T**HE new Engeln SimpleX is an entirely new equipment particularly designed for office radiographic examinations—an equipment which is complete in every detail and one which can be installed in your present office without any additional floor space or expensive wiring—an equipment with ample power and penetration to make satisfactory films of any desired anatomical structure and one which is unbelievably simple and safe in operation—an equipment which you will use many times each day and one which incorporates so many features of convenience and dependability that its use will soon become a part of your routine in examinations and a splendid aid in your diagnoses and records.



The complete new SimpleX Equipment, including the oil immersed high tension transformer, shock-proof control panel, high tension insulating masts, No. 4 ball bearing counterbalanced tube stand, lead glass protective tube shield, 30 Milliamperere radiator type X-Ray tube, reels and push-button exposure switch, lists at the remarkably low price of

**\$695**

**THE ENGELN ELECTRIC CO.**

*X-Ray and Physiotherapy  
Equipment*

Superior Avenue at East Thirtieth Street,  
Cleveland, Ohio

The complete descriptive bulletins on this new equipment are now ready for distribution. We will gladly send you one promptly on receipt of your request. We will also be glad to explain our very attractive deferred payment plan which enables you to make your purchase out of income over an extended period.



"It is a lamentable fact that the rear guard of medical practice is still ten years behind the van of medical science . . . . Preventive medicine should begin in the home. It should start with the habit of having periodical medical examinations, two or three times a year for young, old and middle-aged, annually for those in their twenties and thirties. Every young mother should have authoritative knowledge of the milk and water supplies that come into her home. She might very well read one of the excellent health magazines published for non-medical readers. She should have first-hand acquaintance with the sanitary conditions of the schools her children attend. The habit of reporting to local officials every menace to health observed would keep them on tiptoe, for it would be evidence of popular interest in their work.

"Good housekeepers and good mothers are natural health officers. They can do a world of good by familiarizing themselves with the health work done in the public schools and seeing that it is adequate in scope and thoroughness. Their husbands can preach the extension of preventive work and use their influence to secure suitable appropriations for state and local activities. Newspaper editors have at their command an inexhaustible supply of important material bearing upon local sanitary conditions and the character of public-health measures.

"If these things are worth while preventive medicine is worth while, for it keeps disease out of the system when it can and checks its first inroads when it must. With nine extra years of life going begging, such matters are worth thinking about and worth doing something about."

**T**HIS voice, raised by a publication read by several millions of intelligent people, is one of the most important challenges ever issued to the medical profession. It should convince even the most phlegmatic or skeptical, convince them that more is expected today from physicians than pills, cures and operations. The modern physician must be an educator.

Every modern facility that we have today has practically to be forced on us by plenty of good publicity. It is a plain fact, but true, that preventive medicine will have to be forced on an unenlightened public.

# When Prescribing Iron

*The doctor demands  
4 basic requirements  
of his preparation*



Neoferrum has stood the test of time and won professional approval because it fulfills the four basic requirements of an iron preparation:

- (1) Its iron is in an easily assimilable form.
- (2) It does not cause constipation.
- (3) It does not stain or injure the teeth.
- (4) It is exceptionally palatable.

Actual case reports by physicians of high standing prove

that Neoferrum improves appetite and color, restores vitality and increases the oxygen-carrying power of the blood more rapidly than any other form of iron. And it produces a remarkable increase in the red blood cell count and hemoglobin percentage.

That is why so many physicians specify "Neoferrum" for chlorosis, anemias and debilitated conditions in adults and children.

## Neoferrum

(THE NEW IRON)

Each fluid ounce (30 cc.) contains  
 Elemental iron.....1.400 gr.  
 Elemental manganese... 0.330 gr.  
 Arsenious acid.....0.0035 gr.  
 In solution with Maltine and high grade  
 sherry wine.

Alcoholic contents 18 per cent.

.....  
 We will gladly send you free samples. Please check the desired.

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|---|---|
| <input type="checkbox"/> Neoferrum                                  | <input type="checkbox"/> Maltine with Cascara Sagrada |
| <input type="checkbox"/> Maltine with Cod Liver Oil                 | <input type="checkbox"/> Maltine plain                |
| <input type="checkbox"/> Maltine with Cod Liver Oil and Iron Iodide | <input type="checkbox"/> Malto-Yerbine                |

Name ..... M.D.

Address .....

**THE MALTINE CO.**

**Brooklyn, N. Y.**

*Manufacturers of pharmaceuticals since 1875*

# Playing Fair With Your Pharmacist

By Charles F. Bloom, M. D.

Portland, Oregon

SOME time ago there was published in *MEDICAL ECONOMICS* an article called, "How I Eliminated Most of My Charge Accounts." The author described his particular method of impressing patients with the desirability of paying cash for small medical services, which method was essentially the dispensing of medicine right there in the office.

The theory was that dispensing on the spot gave the patient something tangible, something to be paid for before leaving the office.

The author stated a truism with which I agree, namely, "People do not value what they do not pay for." (*MEDICAL ECONOMICS*, by the way, is one exception to this rule, for though it costs me nothing, it fills a place that no magazine on my list does, and I value it highly.) Yet I can not agree entirely with the author's theories regarding the patient's attitude toward office dispensing.

The question of the dispensing doctor and the inevitable question that accompanies it—the counter-prescribing pharmacist—has been threshed out so many times that further discussion of it seems profitless. Each side can show plausible reasons for its actions.

My personal experience with dispensing has been such, however, that I am all for cooperation between the physician and the pharmacist.

I recently practiced in a community where it was necessary for me to dispense. The nearest pharmacy was ten miles away. Instead of the patient being pleased when I charged him for

consultation plus enough to cover the drugs dispensed, his reaction was something like this: Ignoring the fact that the final sum represented by consultation, examination and advice, plus a small fee to cover the cost of the drug, the container and the time cost of dispensing it, he would look at the package I handed him, with a face that seemed to say, "3.00 for that little mess of medicine!—Well, I got stung that time, but I won't get it again in the same place."

And, surely enough, he would not return.

On the other hand, I found no difficulty in obtaining my fee of \$2.50 for consultation, nor did the patient resent paying the pharmacist \$1.50 for filling a prescription.

In this case, there were two separate transactions, with a smaller charge for the second service. This left the patient with a more kindly feeling toward me and with no antagonism toward the pharmacist.

Another thing to consider is the matter of carrying a stock of drugs.

A fully equipped drug room will tie up a lot of money. The pharmacist has to carry these items anyway and is usually glad to order any special preparation his physicians need.

Possibly I have been exceptionally fortunate in my association with pharmacists. I believe not. They average up about as well as other humans do, have the same failings and the same good points.

When a customer comes into the drug store in my community

with a ready-made self-diagnosis and calls for Moan's Kidney Pills, Mrs. Kilslow's Soothing Syrup, or Whooper's Cough Remedy, he gets it. But when he come in and inquires, "Doc, what ya got that'll stop my cough?" or says, "Gimme something to fix up my stomach"—he steps out of the role of a customer and assumes that of a patient.

The pharmacist is likely to reply, "I am not a doctor. I can fill prescriptions, but if I could diagnose diseases, I would be practicing medicine instead of rolling pills. Better go upstairs and see the doctor and find out just what you need, then I will be glad to fix your medicine."

All this, of course, he says in a friendly and convincing manner, in no way offensive to the customer.

As to G. U. patients and others who peddle prescriptions among their friends and neighbors, I solve this problem by having "Non. Rep." printed on my blanks. Thus the prescription cannot be refilled without my consent, nor can it be broadcast. Prescriptions calling for narcotics cannot be refilled, so that need not be considered.

Aside from these few points, I am heartily in accord with the methods outlined by my colleague in Michigan, and I wish to thank him for his good suggestions.



## The License Fee

*Reported by Lawyer Hayward*



**H**AVEN'T we got a law that says that doctors of all kinds are required to take out a license to do business, and pay a certain fee?" the virtuous patient demanded.

"Yes — chapter 77, section 616," the proper official assured him.

"Could I see a list of the doctors who've taken out licenses this year?"

"Sure. Just consult the index on the shelf at your right elbow, and you'll find 'em arranged alphabetically."

The patient examined the index, and found that his doctor's name was not there.

"Well, if he hasn't paid his license fee, he certainly can't collect anything from me, so I'll let him whistle for his pay," the patient assured himself, as he put the index back on the shelf.

"The fee for examining the

## DANISH OINTMENT

(TILDEN)

The approved 24-hour treatment for  
**SCABIES**

A trial will convince you  
(Physician's sample free upon request)

**THE TILDEN COMPANY**  
Pharmacists and Chemists since 1848

New Lebanon, N. Y.

St. Louis, Mo.



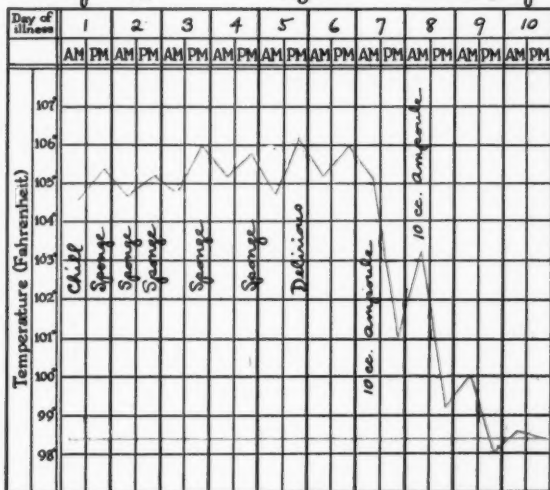


# The Fever Falls!

Name James D.

Age 36

Service Dr. Jones



*How Orargol (combined colloidal gold and silver), representing the application of colloid chemistry to medicine, lowers the temperature and exerts an antitoxin-like effect in acute infectious fevers.*

---

## ADVANCED THERAPY FOR ACUTE INFECTIOUS DISEASES

The treatment of acute infectious diseases, other than those for which specific sera are available, has hitherto been admittedly unsatisfactory. In influenza, for example, little more could be accomplished than to relieve the symptoms and build resistance to the infection. The same conditions applied to many other common fevers.

Today, colloid chemistry has bridged this gap between specific and symptomatic treatment. Used therapeutically, the colloidal metals have been proved to act in the manner of antitoxic sera, stimulating the formation of immune bodies to overcome the disease. In many cases, a crisis-like drop in the temperature such as occurs in lobar pneumonia is the result.

This sudden return to normal temperature—the crisis-like effect produced by colloid therapy—may occur in diseases in which a crisis is ordinarily rare, such as influenza, sepsis and bronchopneumonia.

In Europe, where colloid therapy is now employed extensively, physicians are in the habit of carrying a 10 cc. ampoule of Orargol in their bags for emergencies. They have learned to rely upon it to reduce fever and stimulate the defensive mechanisms of the tissues.

*These are some of the reasons why the use of Orargol represents advanced therapy for acute infectious diseases.*

---

### INDICATIONS FOR ORARGOL

**To Reduce Fever.** Orargol lowers the temperature in infectious fevers, sometimes producing an artificial crisis. In the words of Martinet, "the colloid metals exert on the system an action very similar to that exerted by certain therapeutic serums."

---



*To Abort Influenza.* In this disease, which is notoriously resistant to treatment, Orargol lowers the temperature and shortens the course of the illness. Sometimes the infection is promptly aborted.

*To Aid in Pneumonia and Bronchopneumonia.* It has been proved by clinical experience that Orargol has a favorable influence on the course of lobar pneumonia and bronchopneumonia. It stimulates the development of immunity, reduces the height and duration of the fever, and acts as a safeguard against hyperpyrexia.

*Sepsis, Typhoid Fever, Epidemic Encephalitis and Other Infections.* Orargol is a general anti-infectious agent, which may be used to advantage in a wide range of diseases of microbic origin. Its administration does not conflict with that of other remedies. Given early in an infectious process, Orargol mobilizes the body's defenses, helping them to react more favorably to sera, vaccines and other specific forms of treatment.

*No Contra-indications.* There are no contra-indications to the use of Orargol.

*Use Early.* Orargol should be started as early as possible in all infectious processes, in order that the immunizing bodies may be mobilized before they are overwhelmed by the toxins of the disease.

---

## THERE ARE 3 ORARGOL PREPARATIONS

*Orargol "Injectable"* is given intravenously or intramuscularly in a dosage of 5 to 20 cc. The injections are made daily or every other day. For children the dose is 1 cc. for each year of the age. This preparation is to be used as an antipyretic measure and in the treatment of infectious fevers, including influenza, lobar pneumonia, bronchopneumonia, sepsis, typhoid fever and epidemic encephalitis. It may be used as a pre-operative or post-operative measure to prevent infection.

---

Orargol "Injectable" is furnished in boxes containing 6 ampoules of 5 cc. each; also in tubes containing 1 ampoule of 10 cc. for pre-operative or postoperative use, urgent indications and colloid therapy supplementing other forms of treatment.

Orargol "Non-Injectable" is given by mouth in cases in which intravenous or intramuscular injections are undesirable. The average dose is 20 to 100 drops a day. This preparation is commonly used for the fevers of children, including measles and infantile fevers, influenza, pneumonia and sepsis; also as a dressing to stimulate local immunity.

Orargol "Non-Injectable" is furnished in bottles containing 120 Gm. (4 oz.) for internal administration and use as a local dressing.

Orargol O. R. L. (oto-rhino-laryngology) is used as a nasal instillation in the treatment of coryza, rhinitis, hay fever, tonsillitis and naso-pharyngeal inflammations; also as a collyrium in ophthalmologic practice. The dose is 4 to 5 drops, inhaled through the instillator.

Orargol O. R. L. is furnished in bottles containing 20 cc. (2/3 fl. oz.) Each package contains a medicine dropper and a nasal instillator.

*The Orargol preparations are advertised only to physicians. Samples and complete literature on request.*



*Sole Agents for U. S. A.*

The Anglo-French Drug Co.

1270 BROADWAY,

NEW YORK





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index is 50 cents," the official in charge told him.

"It's worth it," the patient agreed, as he handed over the required coin.

The patient assumed, of course, that the mere fact that the doctor had not taken out the required license would automatically prevent him from collecting for services performed while in default, but this does not follow, and a brief statement of the law on the point may be of value to both doctor and patient in localities where licenses are required.

**WHERE THE LAW IS PLAIN AND POSITIVE.** If the law requiring a license says therein that the contracts of an unlicensed doctor are valid, that, of course, settles the question, and the doctor may collect notwithstanding his admitted failure to take out the required license.

In a Connecticut case where a licensing law provided that no contract should be rendered invalid or illegal by reason of the law, the Supreme Court of that state ruled that a contract was valid, although in direct violation of the law.

On the other hand, it is equally obvious that where the licensing law says that the contracts of unlicensed doctors are void, or that such doctors shall have no right of action, the doctor has no legal remedy and the patient need not pay unless the spirit of generosity moveth him thereto.

**WHEN THE LAW FIXES THE FEE—AND NO MORE.** On the other hand, when the licensing law simply fixes the amount of the license fee, without imposing any penalty, and without prescribing any prohibition against acting without a license, then it is equally obvious that the doctor can collect.

**WHEN THE LAW PROHIBITS.** It also follows that in cases where the law declares that it shall be unlawful for a doctor to do business without a license, and imposes a penalty for acting without such license, then the doctor cannot collect.

"The general rule that no person can recover in a court of justice on the cause of action founded on a violation of the law is not controverted," says one state court in laying down the rule, and there are Illinois, Iowa, Kansas, Maine, Minnesota, New Hampshire, New York, Pennsylvania, Tennessee and Texas cases to the same effect.

"The whole end and purpose of the license tax is for the purpose of raising a revenue for the city. It was not an act to prohibit a business, merely for the reason that the license tax has not been paid. The only penalty prescribed is that of a fine and we believe that this was all that was ever intended," says the Oklahoma Supreme Court in dealing with this exception, and there are dozens of decisions to the same effect.

In  
Large  
Tubes

**Petaplastm**  
REG. U. S. PAT. OFF.  
**A PLASTIC PREPARATION OF IRISH PEAT**

In  
Hospital  
Size Cans

**ANTIPHLOGISTIC—HYGROSCOPIC—ANTISEPTIC**

**Light in Weight — Easily Removed**

*Liberal Sample on Request*

**EIMER & AMEND, Distributors, 205 Third Ave., New York**

# *Announcement of Policy*

## **The Carbon Arc and Light Therapy**

IN RECOGNITION of the important position which the carbon arc occupies in Light Therapy, the National Carbon Company, Inc., has decided to expand its activities in this field.

National Therapeutic Carbons henceforth will be known as Eveready (National) Therapeutic Carbons, the various types being designated by letters as heretofore—"B," "C," "D," and so on through the series. National Therapeutic "A" henceforth will be known as the Eveready Sunshine Carbon, and as it practically duplicates sunshine, it will be made available to the general public.

In advertising Eveready Sunshine Carbons to the general public, the dangers of self-diagnosis will be made plain, and the carbons will be offered to build health to higher levels, not to restore it. Readers who are sick will be referred to their physicians. Eveready (National) Therapeutic Carbons will be mentioned as available only on prescription.

A lamp for use in physicians' offices, hospitals and institutions under medical supervision will be produced, using Eveready (National) Therapeutic Carbons. This lamp will be sold only through the established channels of trade in the medical field. For the use of Eveready Sunshine Carbons in the home, the Eveready Sunshine Carbon Arc Lamp will be manufactured and sold.

Eveready Sunshine and Eveready (National) Therapeutic Carbons are manufactured under such close technical supervision as guarantees the standardization of their characteristics. Our technical staff is at the disposal of the medical profession, and may be freely consulted for information relating to the properties, applications and operation of our products.

**NATIONAL CARBON COMPANY, INC.**

*Carbon Sales Division, Cleveland, Ohio*

Unit of Union Carbide  and Carbon Corporation

# Just What Can WE Do About the Future?

By a Physician's Wife

**H**EALTH, Wealth, Happiness—we all want them for our families, don't we? And the first and last of the three depend absolutely on at least a moderate amount of the second.

How, then, can we become, if not wealthy, comfortably well off? As loyal wives we all agree that our husbands are clever, busy, have a fine practice. But do you honestly expect to accumulate wealth from that practice?

If you do have some bonds away in the strong box, along with nice green coupons tucked with the deed of the house and a couple of gilt-edged mortgages, these treasures have pretty certainly not been purchased out of the checks and money orders and cash that came straggling in after the monthly statements were issued, **UNLESS** and this is important—**UNLESS** the ambitious practitioner and his equally ambitious wife have maintained, from the day the brand new shingle went up, a systematic saving, month by month and year by year.

After all, it is not what we earn, or collect, or even spend, but what we save, that counts for success.

Saving cannot be done by one member of the team alone—it isn't fair to expect it, and it isn't really appreciated and enjoyed unless husband and wife practice economy together, saving for a mutual goal.

The time to begin is right away, as soon as the first patient pays his bill. Remember that one hundred dollars saved during the first year of team work, sensibly invested, is equivalent to two

hundred dollars saved twelve or thirteen years later.

The first year is always difficult. Building up a practice is a weary job, and even with a reserve to draw on the young practitioner and his wife lead perforce a rather hard to mouth existence for a while.

Youth, however, with its vim and enthusiasm, is the ideal time to endure privations and sacrifices. We are happy just being together, getting acquainted, exploring new possibilities, and accustoming ourselves to each other's limitations. It is a great adventure. Shoulder to shoulder we face the public, our public, from whom our doctor-husband expects to earn a livelihood.

We must keep up a brave appearance, even if the larder is nearly empty and next month's rent day approaching. No matter how slim the young doctor's income may be, patients expect him always to be well-dressed, to roll up to their door in a smart automobile.

An impressive office equipment, even though some of it is unnecessary and rarely used, is a strong advertisement that the new practitioner dares not overlook. His problem therefore is more complex than that of his business contemporary just starting in; for money **MUST** be spent on these necessities, if for no other reason than for advertising purposes. The doctor and his wife must find other ways in which to economize.

It is small wonder that when the shekels do begin rolling in our tendency is to seize them and  
(Turn to Page 57)

# LISTERINE

## AND GERMICIDAL ACTION



PENETRATION TEST ON PHENOL 1/30  
*Staphylococcus Aureus Nutrient Agar +*  
10% Blood Serum



PENETRATION TEST ON LISTERINE  
*Staphylococcus Aureus Nutrient Agar +*  
10% Blood Serum

**I**N 1879 Lord Lister's germ theories finally found general acceptance. In 1880 the present Listerine formula was perfected.

In 1881 manufacture of Listerine was begun.

Through the forty-seven years since, the Lambert Laboratories have had their part in the steady advance of the technique of bactericidal study. Today, instead of the usual test period of several minutes, germicidal power is measured in seconds. And only within the last few months has penetration and antiseptic action in the presence of body fluids been established by a new and hitherto unpublished method.

These data for Listerine, as found in three authoritative research laboratories whose names will be given on request, is here published, following the long established policy of the Lambert Pharmacal Company.

### *Killing Time Within 15 Seconds*

Method—Reddish Germicidal.

Organisms—*Staphylococcus Aureus* (Insecticide Board Strain) and *Bacillus Typhosus* (Hopkins Strain), as used by U. S. Government in testing germicides.

Age of culture—24 hours at 37°C.

Medium—Standard beef extract broth.

Temperature of medication—37°C.

Dose—0.5 c.c. of unfiltered culture to 5 c.c. of Listerine.

Subcultures—One 4 m.m. loopful to 10 c.c. of broth.

The subcultures were incubated 48 hours at 37°C.

The results of the tests showed that in from 10 to 15 seconds Listerine



had killed both organisms with bacterial count ranging up to 210,000,000 per c.c.

The Phenol solution of this bactericidal strength against *Staphylococcus Aureus* is 2 per cent, against *Bacillus Typhosus* is 1.6 per cent. *Staphylococcus Aureus* is the common pus organism and is conceded by scientists to possess greater resistance against germicides than most other pathogenic organisms.

### *25% Alcohol Test*

By the same method, 25% alcohol required 4 to 5 minutes to kill *Bacillus Typhosus*, while *Staphylococcus Aureus* was not killed within 15 minutes. This constitutes definite proof that the germicidal action of Listerine (which contains 25% alcohol) arises almost wholly from its essential oils and inorganic constituents.

### *Quantitative Dilution Tests*

Another series of tests, in which the actual numbers of surviving organisms were determined, demonstrated that a 75 per cent solution of Listerine produced complete killing within 1 minute, while 50 per cent Listerine required 3 minutes.

These results show the importance of using Listerine full strength wherever practicable. Used thus, Listerine has the great advantage of being harmless under all conditions; and may therefore be used full strength with perfect safety in any of the natural cavities of the body.

### *Penetrating Power Equal to 3 to 3½ Per Cent Phenol*

Standard Beef Extract Agar to which 10% normal blood serum has been added was selected as the laboratory colloidal-like medium nearest in its properties to the colloidal body fluids which might be encountered in open cuts or wounds, abrasions, and cell structures of the body.

This medium was inoculated with a 24-hour broth culture of the vigorous pus-producing *Staphylococcus Aureus*, and then transferred to Petri dishes. When the Agar had formed a solid jell, a disk two centimeters in diameter was removed from the center; and in this cup was placed one-half c.c. of the antiseptic under test. The Petri dishes were then incubated at 37°C. for 48 hours.

As the Petri dish photographs show, the penetrating power of Listerine in media containing body fluids is practically the same as that of 3 to 3½ per cent Phenol.

### *But Listerine is More than a Germicide*

More than a powerful germicide, Listerine is in addition an effective deodorant and an efficient cleanser. Applied to the skin or mucous membrane, it cools, soothes, and stimulates. This unparalleled combination of qualities makes Listerine ideal for wide use on diseased or injured tissue. LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

The latest word in  
the chemotherapy  
of genito-urinary  
diseases

*Send for your copy to-day*

MERCK & CO. INC.  
RAHWAY, N. J.



# This Month's Free Literature

[A department whose purpose is to help physicians  
keep in touch with current literature and samples]

**The Sun Cure at Cragmor:** An attractive booklet, containing numerous illustrations and case histories. Write Cragmor, Colorado Springs, Colorado.

\* \* \*

**A Double Feature Container for Zinc Oxide Plaster:** A folder describing a recent innovation in plaster rolls. Write The Bay Company, Bridgeport, Conn.

\* \* \*

**Physicians' Booklet of Scientific References:** This booklet, and another containing recipes for brown rice dishes, have been published by the Comet Rice Co., 189 Franklin Street, New York.

\* \* \*

**Germ-O-Cyde:** A circular describing an efficient germicidal ointment for certain skin affections, has been published by Thos. Leeming & Co., Inc., 525 Sixth Ave., New York.

\* \* \*

**The Yardstick of Therapeutic Light:** A decidedly interesting treatise on the significance of the term "Angstrom Unit" has been prepared by the National Carbon Company, Inc.; copies are available to physicians. The address is West Madison and 117th Street, Cleveland, Ohio.

\* \* \*

**Samples of Dionol:** A full-size tube of Dionol will be sent to every physician submitting a title

for the picture on Page 26 of this issue. The best title receives a new model A Ford Coupe.

\* \* \*

**Pharmaceutical Catalog:** Physicians who dispense will be interested in the Materia Medica Index in the new catalog issued by the Drug Products Co., Inc., 26 Skillman Avenue, Long Island City, N. Y.

\* \* \*

**Introducing Safety Education in a Community:** A description of methods used and activities taken, published in booklet form by the Metropolitan Life Insurance Co., One Madison Avenue, New York.

\* \* \*

**The Bloodless Phlebotomist:** If this interesting little publication does not come to you, you should ask for it. Reproductions of a drawing of the late Dr. Noguchi are offered gratis this month. Write The Denver Chemical Mfg. Co., 163 Varick St., New York.

\* \* \*

**Laytonet Cap:** A Laytonet surgeon's or nurse's cap, together with samples of material used, will be sent gratis to physicians writing on professional stationery or prescription blank. Write the Laytonet Manufacturing Co., 5814 College Avenue, Oakland, Cal.

# Tours and Cruises

**[A department in which to find ideas  
on where to go and how to get there]**

**Morocco:** Reflecting a bit of the charm of North Africa, in an illustrated booklet received from the French Line, 19 State St., New York.

\* \* \*

**Christmas Cruise to the Holy Land:** An illustrated folder telling what to expect on this attractive pilgrimage on the Samaria. Received from: Cunard Line, 25 Broadway, New York.

\* \* \*

**Excelsior Springs:** The story of a famous American spa in Missouri, in a folder sent out by the Chicago, Milwaukee, St. Paul and Pac. R. R., Monroe Bldg., Chicago, Ill.

\* \* \*

**Panama Pacific Line:** A schedule of sailings of a famous coast to coast fleet, including the new S. S. Virginia. Received from: Panama Pacific Line, One Broadway, New York.

\* \* \*

**Winter in New England:** Places to go during the winter season, with rates and other data. Published by the Boston and Maine Travel Bureau, North Station, Boston, Mass.

\* \* \*

**The Land of the Lei:** A booklet on Hawaii, published by the Los Angeles Steamship Co., 730 So. Broadway, Los Angeles.

\* \* \*

**Norwegian America Line:** Circulars giving the sailing schedule and other data on the Norway-

America service, have been received from the Norwegian America Line, 22 Whitehall St., New York.

\* \* \*

**Caravan Trails:** A large and elaborate book of trips decidedly off the beaten path, and containing good historical data. From: Thos. Cook and Son, 585 Fifth Avenue, New York.

\* \* \*

**Ireland:** A 125-page tourist guide, with good pictures and descriptions, received from the Irish Tourist Association, Dublin, Ireland.

\* \* \*

**California Winter Tours:** A book of itineraries, arranged by the Union Pacific. From: Department of Tours, 148 South Clark St., Chicago, Ill.

\* \* \*

**Colorado Travelog:** A question and answer book dealing with scenic and industrial Colorado. Received from the Denver Tourist Bureau, Denver, Colorado.

\* \* \*

**Luxury Cruise to the Mediterranean:** A booklet printed entirely in rotogravure, and hence with plenty of illustrations. Received from the American Express Co., 65 Broadway, New York.

\* \* \*

**California Picture Book:** 92 pages, full of pictures. Published by the Santa Fe, 179 W. Jackson Avenue, Chicago.

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Lubricant - Antacid - Laxative



## HALEY'S M-O Magnesia-Oil

*Milk of Magnesia and  
Mineral Oil  
in permanent, palatable emulsion.  
Hyperacidity, Gastro-intestinal fermentation,  
Pyrosis, Stasis, Constipation, Colitis,  
Hemorrhoids, Pregnancy, Maternity,  
Post-operative etc.*

AN EFFECTIVE ANTACID MOUTH WASH.

*The Haley M-O Company Inc.,  
Geneva, New York.*

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Gentlemen: Send me sample of M-O and list me for booklet,  
"A Gift From The Gods"

..... M.D.

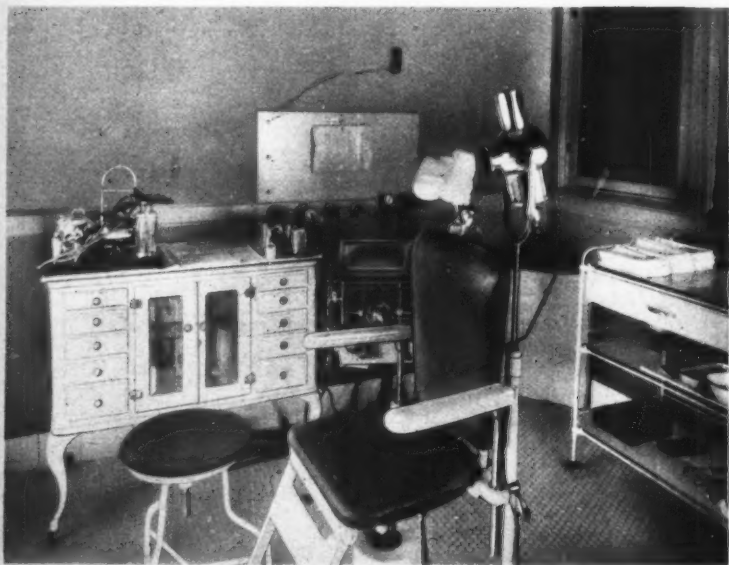
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City ..... State .....

## Practice Building Offices

*(Continued from August  
Medical Economics)*

(Left) A corner in the reception room of a surgeon in Newark, N. J. The office is located in a professional building, so that it was possible to decorate somewhat differently than had the office been in a home. The walls are of lightly tinted stucco, rough finish. The floor is of red tile, with tile wall base. Oriental rugs complete the effect of modern dignity.

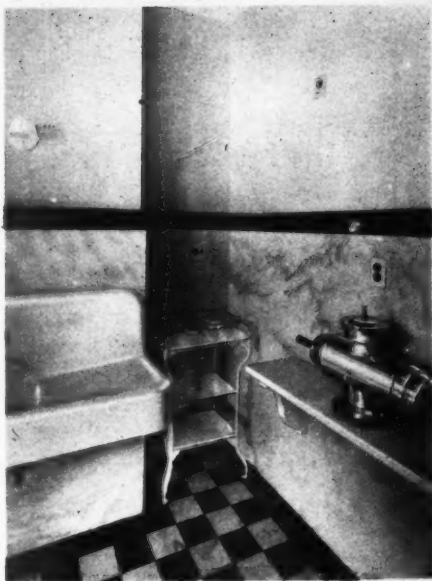




(Below) Treatment room of an EENT specialist in Lincoln, Nebraska. The approximate cost of the equipment shown was \$400.

(Right) Treatment room of a G-U specialist in the Hollywood Medical Arts Building, Los Angeles. The approximate cost of the equipment was \$350.

(Below) A corner in the office of a physician in St. Louis, Mo. This photograph gives an unusually clear view of the tile wall construction, with tile shelf and brackets. The floor is of inlaid linoleum. Notice the convenient wall sockets.



SURGICAL **BAY'S** DRESSINGS

# Have you . . . . ?

Six thousand doctors have sent for testing samples of the new BayBandage which does not ravel. Have you?

Once you have actually tested this improved gauze bandage you will insist upon using it. It is much more efficient. It does a neater job. It does not shed end-threads. It is particularly effective for dressings that are changed infrequently. It has met with outspoken approval everywhere.

Simply fill out the coupon and a generous testing sample of the new BayBandage will be mailed to you promptly with our compliments.



**THE BAY COMPANY**  
BRIDGEPORT, CONNECTICUT

The BAY COMPANY, Bridgeport, Conn.

M. E. 22

Gentlemen:—Send me free testing Samples of BAYBANDAGE.

Doctor.....

Street & No.....City.....State.....

Dealer's Name.....

BAY'S SURGICAL DRESSINGS Are Marketed Through All Supply Dealers

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# What Can WE Do About the Future?

*Continued from Page 47*

greedily turn them into immediate comforts and luxuries.

There is probably no profession that makes so many monetary demands upon the individual as the medical profession. The doctor's name heads every "sucker list." His daily mail brings appeals for charities public and private, both worthy and unworthy.

There are tickets at five dollars each for benefit boxing exhibitions, for theater parties and card parties to aid crippled or blind or underprivileged children. There are drives launched to build new hospitals (in which, incidentally, only a few physicians will have privileges when the hospital finally is built.)

These, of course, are only incidental demands on the doctor's exchequer, and some of them must be answered. Appeals by mail can be more easily dodged than can the persistence of patients who are peddling magazine subscriptions, or professional beggars or collectors who invade the office in person. The doctor's ear is always cocked to hear a call for help, his door stands hospitably ajar, and it seems that all the world has entree to his consulting room.

As the young practitioner's family increases and his practice grows, the financial demands increase by leaps and bounds.

Hence we frequently find that at middle life, when the physician is showing the strain of his intensive career, the financial reserve of the family has been neglected. It is always "next year" that the doctor hopes to start his savings account; meanwhile that old thief, procrastination, has stolen away the financial independence that he ought to have to give him a proper sense of security. In a few years, perhaps, he will begin to falter a bit in the rapid pace that life has set for him.

We wives must meet the situation bravely, loyally, proudly. It is an honor to be a physician's wife; it is also a great responsibility. Too many doctor collapse just when their value to the community is greatest. My husband's old professor of medicine at college used to prefix his lecture on diseases of the heart with the statement, "Let us now consider the doctor's disease—Angina pectoris."

While I have no scientific medical knowledge, it has struck me as peculiarly significant that so many physicians succumb to this disease.

In the prime of life—say, between forty-five and fifty—they have reached the goal of a big practice, a fine reputation, a prosperous family. They are apparently well and going strong. Then, along comes a sudden

A vegetable tonic laxative

## FOR HABITUAL CONSTIPATION

that gives an easy natural movement without griping.

**Cascara Comp. Tablets**  
KILLGORE'S

*Liberal Sample and Formula on Request.*

**CHARLES KILLGORE**

57 West Third Street

New York

## THE ORAL TREATMENT OF ARTHRITIS

In many cases of arthritis, intravenous treatment is impracticable on account of the poor veins or weak physical condition of the patient.

Under such conditions the oral administration of the calcium salt of

### ***O-Iodoxybenzoic Acid*** (OXO-ATE "B")

has been found to be most satisfactory, as it causes little or no gastric irritation, and usually produces, though in somewhat lesser degree, the same therapeutic effects as the ammonium salt administered intravenously, viz: prompt analgesia, diminution in swelling and muscle spasm, increase in range of motion.

OXO-ATE "B" is put up in bottles containing 24 half-gram capsules (four weeks' treatment). Samples and literature upon request.

Department M  
**SMITH, KLINE & FRENCH COMPANY**  
Philadelphia, Pa.



**REDUCTION IN PRICE**—Owing to the greatly increased demand for OXO-ATE "B", and in order to place it within reach of a greater number of arthritics, Smith, Kline & French Company have again reduced the price of this compound.

heart attack, and the community loses a fine physician. To be sure, no individual is indispensable to the community. There will always be doctors to heal the sick.

But for the doctor's widow the loss is devastating. The years of experience and training, the fine practice, have no money value now; even the big house and the expensive car are liabilities.

In most families the husband brings in the cash and the wife spends it; and the physician's family is no exception. We wives ought to feel ourselves responsible for the financial success or failure of our own husbands. Certainly a physician's wife, if for no other than selfish reasons, should see that the family finances are in such good condition that when her husband reaches the age of forty or forty-five, when the strain of his vocation is bound to tell on him physically, he can afford to slow down a bit and relinquish some of his activities. Even though the income from his practice will be considerably curtailed thereby, such loss of earned income will be compensated for by income from the accumulated savings of past years.

I know that most wives will agree with me that we prefer to have a husband who will be able to carry on for many years with a smaller income from his practice, than one who will abruptly terminate his career at the age of forty-five or fifty with an income two or three times as much.

Each individual case, of course, has its own problem; we must decide for ourselves how best to work out the solution.

Generally speaking, I would determine to set aside as savings a definite percentage, no matter how small, of each month's income; and make the remainder suffice for living expenses the following month.

I would live on potatoes and cheese, if necessary, until I had brought the family expenses to the point where we were living each month on past received cash, minus the fixed percentage determined on for saving, and not on prospects of future payments.

In that way, when collections are good one month you can enjoy them the next month, but when the income shrinks (and you know as well as I how a doctor's income fluctuates from month to month), then economize the next month.

It may mean sacrificing a chicken dinner or a theater party. It may mean re-vamping your old dress, or relinquishing the idea of a new hat, or carefully repairing the run in your silk stocking instead of purchasing a new pair.

But the glorious feeling of financial independence later will repay you four-fold. As the income increases, of course, expenses will increase too, but if we are insistent, and keep to our percentage basis, our savings will grow in the same proportion.

*(Turn the Page)*

### TWO TEASPOONFULS OF "H.V.C."

given in six teaspoonfuls of very hot water (sweetened if desired) every fifteen minutes, will usually relieve promptly the "cramps," spasmodic pain, uterine and ovarian congestion which underlie a common gynecological condition whose monthly occurrence entails physical disability, mental suffering and nervous irritation.

### HAYDEN'S VIBURNUM COMPOUND

is antispasmodic, sedative, herbal, safe, does not disturb digestion or depress the circulation.

Sample and literature on request.

THE NEW YORK PHARMACEUTICAL CO.

Bedford Springs,

Bedford, Mass.

## The Hemorrhoidal Circle

**D**ISTENTION of the rectum from painful defecation—pressure on the rectal blood vessels—impeded circulation—hemorrhoids. Cathartics to relieve the constipation—irritation of the mucous membrane and the existing hemorrhoids—pain—possibly anal fissure—cessation of purging—constipation.

Such is all too frequently the vicious circle of dyschezia and hemorrhoids, a combination which requires appropriate local treatment and a bowel corrective that will not irritate.

AGAROL, the original emulsion of mineral oil, agar-agar and phenolphthalein is pre-eminently indicated for the correction of the vicious circle.

AGAROL lubricates, therefore prevents irritation by friction; it segments and softens the fecal mass, and thereby prevents possible excessive strain in the expulsion of it; it stimulates the peristaltic force without the shock of cathartics.

Agarol is the original Mineral Oil—Agar-Agar Emulsion (with Phenolphthalein) and has these advantages:

Perfect emulsification; stability; pleasant taste without artificial flavoring; free from sugar, alkalies and alcohol; no oil leakage; no griping or pain; no nausea; not habit forming.

# AGAROL

A generous trial supply sent on request.

**WILLIAM R. WARNER & CO., Inc.**  
Manufacturing Pharmacutists since 1856  
113-123 West 18th St., New York

## CONVALESCENCE

In the return to health after illness, the body needs most of all the stimulation of cellular function and the up-building of tissue.

# ESKAY'S

# NEURO PHOSPHATES

**SMITH, KLINE  
& FRENCH CO.**  
105-115 No. 5th St.  
Philadelphia, Pa.  
Established 1841

Manufacturers of  
Eskay's Food  
Eskay's Suxiphen

is especially valuable in convalescence. It supplies calcium and phosphorus, and through its strychnine stimulates the nutrition of all organs.

It acts also as a stomachic bitter, increasing the appetite and improving digestion.

Eight and Sixteen ounce bottles



When the month-by-month savings have accumulated sufficiently, invest them in safe securities, and re-invest the interest on these investments. Guard yourself and your husband against the persuasive stock-salesman or the flamboyant circular that will make you a millionaire in a month by selling you a few hundred shares of stock.

If you carry out this plan you will probably find out that when you and he have reached middle life, and the strain of his work is beginning to break him, your doctor-husband can afford to relax.

In proportion as you have saved in the early days of practice, you can now add years to his life and yours, years rich in companionship and happiness.

But you must save, and not promise to save.

I feel sorry for the unmarried physician who is trying to build up a practice. His lack of a wife is a big handicap in other ways than helping to save. I don't mean that it will spoil his chances of success to cook his own meals, or eat boarding house food. There are other reasons why the doctor needs a wife.

In the first place, she can protect him from the wiles of neurasthenic patients and unscrupulous ladies with nothing to do and plenty of time and money to do it with. Furthermore, she is the person best fitted to help him in his business activities.

Telephone calls, monthly state-

ments, social contacts, fall naturally to the wife's share; and especially the tone and character of the office furnishings. The physician's wife must be a true homemaker. Appropriate pictures, magazines, flowers—these are really as important in their way as are sterilizers and the office scales. Cleanliness combined with artistic arrangement is the goal toward which we strive, just as conscientiously as the other partner labors for up-to-the-minute apparatus and the newest textbooks.

This, I think, is one of the compensations for the many disappointments, heartaches and restrictions that we doctors' wives have to suffer.

I know a fine way for the doctor's wife to secure fresh inspiration and enthusiasm for her job, and that is to visit other doctor's offices. Watch how the attendant (whether nurse or domestic) answers the door. Office nurses, in my experience, are inclined to be rather perfunctory at this duty, perhaps because they consider it a bit beneath their dignity. Personally I prefer a neat little maid in cap and apron, with a warm Irish smile of welcome, to the most stiffly starched nurse in the Registry. It is an ordeal in most cases for people to consult a doctor, and a friendly reception is important.

Notice the lighting arrangements, and the general effect produced by the furnishings of the waiting-room. Is it a hodge podge

**The Ardor Urinae of Gonorrhea and chronic Cystitis of acid or alkaline origin, yield in 30 minutes to treatment with:—**

## **CYSTITABS**

**Formula:—Hydrangea, Uva Ursi, Triticin, Atropine and Buchu Compound.**

**Prominent druggists carry a stock for your prescriptions or you may write for a liberal sample.**

**WALKER, CORP & CO., Inc.**

**Auburn, New York**



***"but junior just refuses to  
take Milk of Magnesia, doctor"***

***"Give him MILNESIA  
WAFERS - he won't mind  
taking milk of magnesia that way"***



**M**ILNESIA WAFERS give children milk of magnesia in palatable chewing form. And of course that's good for little teeth and gums too.

This palatable form of milk of magnesia is equally pleasing to adult palates—and equally beneficial to adult digestive tracts. Each Milnesia Wafer contains the equivalent of two teaspoons of U. S. P. milk of magnesia,—that's positively all—no other laxative or drug is included. And each wafer can be broken into halves or quarters for accurate children's dosage.

It is probable that some of your patients may ask about them. For that reason we wish to acquaint you with the merits of this product, so you may conscientiously recommend and prescribe it.

**MILNESIA LABORATORIES, Inc.**

**11 East 36th Street, New York**

**READ THIS CERTIFICATION**

"This is to certify that I have analyzed representative samples of MILNESIA WAFERS and found them to contain in each wafer, magnesium corresponding to the quantity of magnesium hydroxide contained in two teaspoons of U. S. P. (U. S. Pharmacopeia) Milk of Magnesia."

Ernest S. Wood,  
Ph. G., Ph. C., B. S.



We'll be glad to send you some free office samples. Just fill out and mail the coupon and test Milnesia's merit yourself. Milnesia Wafers are clean and convenient. They do away with messy bottles and spoons and haphazard dosage. These things, added to the fact that they cannot freeze, are a boon to the dispensing physician.

**USE THIS COUPON**

Milnesia Laboratories, Inc. O-1  
11 East 36th Street, New York.

Please send me some of your free samples of Milnesia Wafers.

Name .....

Address .....

City..... State.....

of odds and ends, somehow reminding you of a barber shop. Or is it gracious, dignified, friendly, homelike?

Is there an inviting array of new magazines and comfortable chairs to lessen the tedium of waiting, and lull the trembling patient's fears?

Is there adequate ventilation? Often when entering a crowded waiting room I have staggered on the threshold and breathed through my mouth for a while till I could become accustomed to the close, fetid air.

In YOUR house could a patient with a fairly well-developed olfactory sense predict what the family's next meal was to be? Do the ghosts of departed toast or soup or cabbage lurk furtively in the corners of your husband's waiting room?

It is even a good idea, once in a while, to visit friend husband, himself. Do it deliberately, critically, and with malice aforethought.

Ring your own door-bell, sit

in your own waiting room, put yourself in the place of your husband's patient. Even venture into the office in this new role, to criticize its appearance and the doctor's manner of receiving patients.

You need not necessarily interrupt a busy office-hour to do this; patients might recognize you and fail to understand your reasons. But we wives have all developed an imagination; draw on the supply, if need be, for this experiment.

I hope you will find much that will strike chords of exultant satisfaction within your housewifely bosom. But I venture to predict that you will find also much that will help improve the service.

Perhaps I speak from a prejudiced or egotistic point of view when I say that unmarried physicians work under a handicap. But I am sure that every physician's wife who really takes an interest in her husband's profession will agree with me.



## The Problem of the Dark Reception Room

*Continued from Page 25*

"I am cheerful, look at me!"

The curtains are a Fortuny material in gold and green blue. Deep raisin toned crushed velvet is used on the sofa; a slooped irregular weave tapestry is on the chair by the desk—this is in

green; and the chair at 6 is covered with the same material as the curtains. The rest of the chairs have the old tooled leather—making an interesting and thoroughly harmonious variety.

*(Turn the Page)*

## For Children's Ailments!

### **R ANGIER'S EMULSION**

For ordinary Coughs and Colds—Whooping Cough—For Scrofulosis—Malnutrition and Digestive Disturbances—and for Bowel Troubles, a consistent use of ANGIER'S EMULSION will afford marked relief and great benefit. Pleasant to take, soothing, and an effective bowel regulator, Angier's Emulsion is useful for children of all ages—even infants.

On R at all drug stores.

ANGIER—BOSTON 34, MASS.

## ERGOAPIOL (SMITH)

A singularly potent utero-ovarian anodyne, sedative and tonic. Exerts a direct influence on the generative system and proves unusually efficacious in the various anomalies of menstruation arising from constitutional disturbances, atonicity of the reproductive organs, inflammatory conditions of the uterus or its appendages, mental emotions or exposure to inclement weather.

It is a uterine and ovarian sedative of unsurpassed value, and is especially serviceable in the treatment of congestive and inflammatory conditions of these organs.

The anodyne action of the preparation on the reproductive organs is evidenced by the promptness with which it relieves pain attending the catamenial flow, and its antispasmodic influence is manifested by the uniformity with which it allays nervous excitement due to ovarian irritability or other local cause.

ERGOAPIOL (SMITH) is supplied only in packages containing twenty capsules.

DOSE: One to two capsules three or four times a day.

SAMPLES AND LITERATURE SENT ON REQUEST.

**MARTIN H. SMITH COMPANY**

New York, N. Y., U. S. A.

## PRUNOIDS

A lack of secretion in the intestines is one of the principal causes of chronic constipation. Prunoids given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each), Cascara Sagrada, DeEmetinized Ipecac and Prunes.

Gentlemen:

Please send me a professional sample of PRUNOIDS.

Dr. ....

Address .....

.....

Samples to Physicians Only

**Sultan  
Drug Co.**

Saint Louis  
Missouri

The consulting office is treated a little more lightly but with the same color scheme carried throughout. The modern flat top desk is in dark walnut. The doctor's revolving chair is in russet leather. And the Italian arm chair on the right carries the same velvet used on the sofa in the other room—with balancing chair at left covered in blue leather. The table opposite is an interesting affair which makes fascinating finish for the wall between the bookcases with their books of many hues.

The effect is good. The rooms are practical. And the expense

to any ordinarily successful physician would not be exorbitant; it is well within reason to any man who owns a car of medium value—not a luxurious one. The value lies largely in the quality of the thinking which has been done to assemble things of average cost, in fine design, to get a really lovely, distinguished and thoroughly practical setting.

It is worth thinking about, this problem of interior decoration in the doctor's office. It will pay for itself many times over in satisfaction to the patients and prestige for the physician.



## New Shapes in the Sky

*Continued from Page 31*

grounds, upon completion of the building, It will then issue to the builder and owners all stock of the corporation. There are 31,153 shares of stock in the Santa Monica Professional Building Corporation, value ten dollars per share. These are being sold to professional men by Luther T. Mayo, Inc. Stock is purchased in the corporation in blocks to represent the value of the office or offices selected in the building. The purchaser will then occupy offices under the conditions of a stock holder's lease. In other words, under the stock holder's

lease the offices appurtenant thereto are leased for 50 years to the owners of stock, and they share a proportionate amount of the cost of operating the building. In Los Angeles, the cost of renting offices in the better office buildings is about \$4.00 per year per square foot. In the Santa Monica Professional Building the cost of operation at the highest possible point will be about \$1.35 per square foot per year. This figure includes all expenses of operation, taxes, insurance, interest and amortization.

*(Turn the Page)*



## Sugar-Free Urine

*through PANCREPATINE*

Oral hormone therapy for diabetes mellitus is now at the doctor's disposal. The hormones of both pancreas and liver, active by mouth, are present in Pancrepatine.

On request, we shall be glad to send a sample and our booklet, **TREATING DIABETES WITHOUT THE NEEDLE.**

**THE ANGLO-FRENCH DRUG CO.**  
1270 Broadway New York City

\$4.00

at  
Your  
Dealer's

The busier you are, the more you need the "Fack-ne Twin".

As the duties of your practice become heavier with the autumn months, supply yourself with one of these novel, practical, good-looking thermometer sets.

Its rich red fountain pen case will appeal to your eye, and the compact arrangement of its two thermometers will save time. See your dealer.



A very unusual feature for cooperatively owned office buildings is that the ground floor belongs to the tennant owners and any revenue derived therefrom is used to reduce the cost of building maintenance. There are seven stores, a barber shop, and cigar counter leased or to be leased. One of these will be occupied by an exclusive prescription pharmacy of high ethical standards; and there is being installed direct connections to doctors' offices as an added feature.

The architect responsible for the plans was Arthur E. Harvey, of Los Angeles.



## We Used to Compete — Now We Cooperate

*Continued from Page 37*

our offices, sometimes in our homes, and we talked over our common problems. We learned from one another which patients shopped for prices on services. We exchanged lists of deadbeats. We agreed to stand ready to help one another in emergencies.

The results were more than gratifying. In the six months that followed, our incomes increased. The two other doctors, who did not meet with us and continued to pursue their old course, were soon left far behind in the race. They never learned why.



In "Cat Unit" doses. Puts Digitalis administration on a scientific basis. Supplied in form of Capsules, Tincture, Tablets, and Infusion. For literature and free trial package address—

**Upsher Smith Co.**  
Sexton Building      Washington, D.C.

Since then, one of them has moved out to another town. The other raises chickens and markets eggs and does a little medical work on the side.

The rest of us are doing well and are still abiding by the Golden Rule we laid down for one another:

"Treat thy fellow practitioner as thou wouldst be treated thyself."

How many towns there are in the United States where the same conditions hold true, and how much money and good-will is being wasted yearly through this unfriendly competition, would be hard to guess. I believe a few informal "get-togethers" with some frank discussions, would do wonders. They did in my town.

Another thing, the public is quick to sense the fact when physicians are not pulling together, and are all too willing to take advantage of the situation. Organized credit bureaus are helping to prevent the deadbeat abuse in many places, but the organized credit bureau has not penetrated into the smaller towns as yet. Still, there is no reason why physicians can not have their own private and informal little credit bureau.

Charity cases could be equitably divided, and an even break be given all around. If merchants can do it, we can do it. Instead of competition, let us have cooperation!

I suppose there will always be a certain amount of jealousy felt by certain types of men, but there is nothing to prevent any doctor from advancing in his profession unless it be his own disposition. If he can't correct that, it is better for him to seek success in another field than to rankle over the success of his colleagues.



## Use This New Needle for 30 Days FREE

**T**HERE is a new hypodermic needle. It is made of genuine Firth Stainless Steel. It frees you from the annoyance of rust and corrosion. It does not have to be wired or even dried after cleansing. It is always sharp. If you would like to test it we will send you a genuine VIM Stainless Steel needle free of charge.

Then you can use it in your own practice. In intravenous, intra-muscular and hypodermic work. It is impervious to most acids and reagents, also saline solutions, and serums. It does not clog or corrode. Thus it insures you against breakage. It has the cutting qualities of high carbon steel, with all the advantages of genuine Stainless Steel in addition. (Have you read the monograph, "New Advances in Technique"?)

Tear off this ad and send it with your professional card or letterhead. We will send you a genuine VIM Stainless Steel needle with a copy of this monograph. Both are free and postpaid. Write.

MacGregor Instrument Co.  
P. O. Box 101  
Needham, - - - Mass.

# VIM

at all surgical instrument dealers

## For 33 years—the Standard Effervescent Saline

SINCE 1895 doctors have used, prescribed and recommended Sal Hepatica. It is the approved laxative and cathartic for flushing the intestinal tract and for promoting internal purification.

Sal Hepatica is an effervescent saline combination similar to the natural "Bitter Waters" of certain medicinal springs here and abroad, and is fortified by the addition of sodium phosphate.

Sal Hepatica is an ideal preparation for the practitioner to recommend—it is efficient, palatable and reliable, and does not create a condition of tolerance.



*Samples for clinical purposes*

BRISTOL-MYERS CO., 75 M West St., N.Y.C

# Sal Hepatica

## FEEN-A-MINT - Dependable and Safe in every case...

CLEANSSES THE ENTIRE  
ALIMENTARY CANAL—

slowly, mildly—but effectively.

While its effectiveness makes  
it a suitable laxative for the

hardest day

laborer, its

gradual mild

action has

caused many

# FEEN-A-MINT

*The Chewing LAXATIVE*

physicians to prescribe it for  
young children, and for preg-  
nant and nursing mothers.

A request on professional sta-  
tionery will bring this trial  
supply of Feen-a-mint to any

physician —  
with no im-  
plied obliga-  
tion whatso-  
ever.

HEALTH PRODUCTS CORPORATION

113 N. 13th St., Newark, N. J.



# Malpractice and Offset

Reported by Lawyer Hayward



**T**HE doctor had sued for professional services; the patient set up the defense that the doctor had been guilty of malpractice; the whole question was "thrashed out" and the jury brought in a verdict on the evidence adducted.

Then the patient sued the doctor for malpractice.

"You raised that defense in my suit against you. The jury decided on it, and you cannot now bring an independent action on the same evidence," the doctor contended.

This is a point that frequently arises, and the general rule is: when the question of malpractice is tried out in an action brought by the doctor, the patient cannot then bring an independent action.

"Negligence or want of skill in the performance of services, resulting in damages, creates an affirmative cause of action the moment the negligent or unskilful act is committed. This cause of action, like every other one, carries with it the right of the party to sue on it and put it into judgment in his own way. One cause of action cannot, in and of itself, when merged in judgment, carry with it another cause of action,

however closely the two may be connected; and, where a defendant has a cross claim, he may set it up as a defense or counterclaim, but is not bound to do so, although the two causes of action grow out of the same contract," the Minnesota Courts have ruled and there are Ohio, Tennessee and Wisconsin rulings to the same effect.

In New York, on the other hand, the courts have ruled that if the doctor sues for services and recovers a verdict, it must be implied that there had been no lack of skill, and that the patient cannot then sue for malpractice, even though the question was not raised in the former suit.

"It must be considered as settled in this state, that a judgment in favor of a doctor for his professional services, rendered by a court of competent jurisdiction, in an action in which the patient appeared and answered, setting up a defense which he maintained at the trial, or in an action in which he appeared and filed a written confession of judgment for the amount of the services, is a bar to an action for malpractice by that patient against that doctor for malpractice in rendering those services," say the New York Court of Appeals.

## WHOOPIING COUGH

The advanced case of whooping cough.

A quiet night's rest is so desirable.

Try Vapo-Cresolene.

For fifty years it has been a standby for the relief of the paroxysms of whooping cough.

The antiseptic vapor of these cresols of coal tar is particularly soothing and antispasmodic in bronchial ailments accompanied with cough and inflammation.



Vapo-Cresolene Co.,

62 Cortlandt St., New York City

## Suppressing Intestinal Putrefaction

**P**UTREFACTION in the intestine is an unnatural and highly injurious condition. The products of putrefaction, when absorbed, impose a heavy burden upon the liver, kidneys and other poison-eliminating organs.

Scientific research has placed in our hands efficient methods for changing the intestinal flora so as to suppress putrefactive changes and keep them suppressed.

Pathogenic germs cannot grow in an acid medium.

Lacto-Dextrin is a special carbohydrate colon food which promotes the growth of the benign acid-forming organisms, notably *B. acidophilus*.

The rationale of Lacto-Dextrin is fully described in the scientific presentation on the intestinal flora. Copy mailed free to every physician. Write for it today.

**The Battle Creek  
Food Company**

Battle Creek Mich.  
Dept. M. E. 10

## Duo-Septubes for Vaginal Antisepsis in jelly form.

Tube and rubber nozzle for individual treatment. A highly antiseptic, non-irritating, non-poisonous therapeutic formula for vaginal treatment.

Order thru drug jobber or physicians supply house. Specify if necessary, the physicians package with B label.

**GRAPE CAPSULE CO.,**

Laboratory, Allentown, Pa.  
N. Y. Office—93 Nassau Street

# Phosphorcin

Why [ Coughs and Colds ? ]

**Phosphorcin, prescribed at the approach of winter will help your debilitated patients to resist Winter Diseases**

**High Assimilability  
Assures Quick Results**

Sample on request

**EIMER & AMEND**

Third Avenue and 18th Street, New York

## What is the Perfect Secretary?

*Continued from Page 13*

speaks softly directly into his ear. His quick smile is sufficient reward for her trouble.

And she is as thoughtful with the charity cases, for they too have feelings. One must only sympathize with the father's illness, the lack of work, and be ready with a hope for better times.

Inevitably there is the woman who drives up in an electric run-about and who simply can not imagine sitting in the waiting room as one of the mob. What does one do? One greets her courteously, not too familiarly, and ushers her ceremoniously into the room.

And when Gonzales Garcia, the section hand from Mexico, lets out a loud oath when informed

that the doctor is not in and not expected for some time, the secretary might overcome his bad disposition by sweetly repeating his remark in Mexican.

I haven't meant to give a Pollyanna-like interpretation of the perfect secretary. Naturally the best secretary in the world cannot always smile. She can't always hit the nail on the head in regard to cases, but if she is really interested in human nature and in the mental attitude of sick people, she will find that the remembering, quick thinking, and technical information will follow easily enough.

As she finds herself becoming trained to her work, she begins to like it, and she is then on the road to becoming a really valuable office attendant and secretary.



## This Question of Calendar Simplification

*Continued from Page 18*

From a medical standpoint, there would be a convenience in reckoning the menstrual period of 28-days, and the 280-days of pregnancy. They would be ex-

actly one month and 10-months.

Household accounting, family affairs and social engagements would be simplified.

*(Turn the Page)*

### Vera Perles of Sandalwood Compound

#### CONTAINING

East India Sandalwood Oil .....	0.0616 c.c.
Haarlem Oil.....	0.1848 c.c.
Copaiba Oil.....	0.0616 c.c.

**[ A generous sample for clinical trial will be sent upon receipt of your request. ]**

For treatment of subacute and chronic inflammation of the mucous membranes, especially of the urinary tract, Vera Perles of Sandalwood Compound have been found effective. Two Perles, with or after every meal, as directed, constitute the usual dosage.

**THE PAUL PLESSNER CO.**

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## Where the vaginal douche is not preferred

The physician frequently has need for a vaginal antiseptic which remains in contact with the tissues for a sufficient period of time, yet is safe and non-irritating.

**NORWICH VAGIFORMS** are made to meet these requirements. They have a carefully-prepared base that melts quickly at body temperature. Their convenient shape permits the patient to insert them readily. Though effectively antiseptic, they are remark-

ably soothing and healing.

Physicians have found **VAGIFORMS** of frequent value in the treatment of such conditions as leucorrhoea, vaginitis, and cervicitis. We believe you would consider them ideal for their purpose. They are packaged in boxes of 12. We

should be glad to send you samples without charge. Address Medical Department, The Norwich Pharmacal Company, Norwich, N. Y.



Makers of  
Unguentine

## Norwich Vagiforms

**APHROAC**

**PHYTOROIDES**

*"A Summer Cold Often*

*Leaves An Autumn Cough"*

persistent, annoying and resistant to ordinary treatment.

**TERRALINE**, a specially refined petroleum product, relieves cough and soothes bronchial irritation, without disturbing digestion. Can be had plain or with Creosote, if desired.

**APHROAC** is an endocrine activator of genesic function.

**PHYTOROIDES** secures safe reduction of superfluous fat.

**AUTONE** is an association of effective cholagogue eliminants.

Our products are designed and manufactured for intelligent use by discriminating physicians.

**THE KELLS COMPANY**

**NEWBURGH**

**NEW YORK**

**TRYHEPTIN**

As there would be thirteen monthly settlements during the year instead of twelve, there would be a faster turnover in money; the same volume of business could be handled with less money. This would result in considerable saving throughout the country as a whole.

Christmas Day and other holidays could be placed on Monday to add the week-end advantage both for industry and for the social and family life of workers.

The 28-day monthly calendar in breeding animals and poultry, would help farmers and others locating markets, fairs, seasonal work, etc.

The disadvantages of the proposed calendar are summarized as follows:

The figure 13 is not divisible by 2, 3, 4 or 6.

The quarters of the year do not contain a whole number of months. The quarter would contain three months and one week.

There would be one blank day in ordinary years and two blank days in Leap Year.

The introduction of a year of thirteen months requires a change in customs that have been established for many years.

Comparisons with previous years would be upset during the first year under the new calendar.

Nowhere has serious opposition to the thirteen-months year developed; it involves no political, economical or religious controversies. The transfer of present dates to the new form, the adjustments of rents and the like from a twelve months to thirteen months basis is covered by conversion tables and legal provisions that admit of no injus-

tices. The date for the general adoption of the simplified calendar is preferably 1933 when Sunday recurs as January 1.

When the National Committee reach their conclusions, and a predominating desire for calendar adjustment is shown, an international conference will be convened similar to that which in 1884 established standard time and thereby ended the existing confusion in regard to time reckoning.

After the International Conference has approved the international agreement or treaty, all that would be necessary to put it into effect would be the ratifying legislation in the various countries. Such legislation, which would be of very simple nature, would take care of the change of dates in holidays, the maturity dates of contracts, and other legal matters.

At no time in human history have the nations of the world been in closer contact and communication than now. The time is ideal for the adoption of a correct measuring and recording principle that will benefit forever all classes of citizens.

If the system of having equal months were in general use for ten years, can one imagine a hundred rational beings in the civilized world then advocating a return to the present fantastic scheme of months of 28, 29, 30 or 31 days?

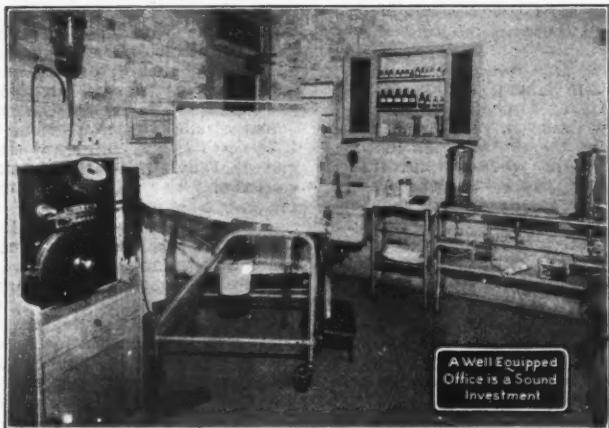
As the calendar subject is of distinct importance in medical practice, it will be well worth while if it forms the basis for discussion before county, state and national societies and for the expression of collective sentiment. Physicians are accordingly urged to take action to bring this about.

# ALKA-ZANE

Test Supply and Literature on Request

Stimulates Metabolism  
Increases Hemoglobin Content  
Shortens Convalescence

WILLIAM R. WARNER & CO., Inc. . . . 113 W. 18th St., New York City



A Well Equipped  
Office is a Sound  
Investment

**P**ERSONAL pride in your own practice, induced through the medium of efficient, present day office equipment is a powerful stimulus to professional success.

Manufacturers of the type listed below can supply your needs. Write them direct for information or ask your dealer to show you the articles of equipment they make.

#### *Furniture*

##### **Allison Office Furniture**

W. D. Allison Co.,  
Indianapolis, Ind.

##### **American Metal Furniture**

American Metal Furniture Co.,  
Indianapolis, Ind.

#### *Specialists' Office Outfits*

##### **Sorensen Diagnostic Treatment Cabinets**

C. M. Sorensen Co.,  
Long Island City, N. Y.

#### *X-Ray Equipment*

##### **Engeln**

Engeln Electric Co.,  
Cleveland, Ohio

##### **Victor**

Victor X-Ray Corp.,  
Chicago, Ill.

##### **Wappler**

Wappler Electric Co.,  
Long Island City, N. Y.

#### *Physiotherapy Equipment*

##### **Engeln**

Engeln Electric Co.,  
Cleveland, Ohio

##### **Hanovia Alpine Sun Lamps**

Hanovia Chemical & Mfg. Co.,  
Newark, N. J.

##### **McIntosh Diathermy**

McIntosh Electrical Corporation,  
Chicago, Ill.

##### **Victor**

Victor X-Ray Corp., Chicago, Ill.

##### **Wappler**

Wappler Electric Co.,  
Long Island City, N. Y.

#### *Sterilizers*

##### **Castle Sterilizers**

Willmot Castle Co., Rochester, N. Y.

#### *Office Scales*

##### **Continental Scales**

Continental Scale Works, Chicago, Ill.

# Everybody's Business

Continued from Page 15

loaning their money to gamblers.

Our older and more conservative leaders are uneasy over the assertions of powerful newcomers that we must all adjust ourselves to an entirely new order of things. Time and again have valiant knights of finance ridden into Wall Street from out of the West only to go back home with their pockets empty.

Maybe history will repeat. Probably many people are riding for a fall. The partial nullification of the powers of the Federal Reserve Board means that we will be compelled again to pass through the trials and worries of business upsets.

We pass out of the realm of safety when we commence to capitalize hopes instead of realities. Artificial stimulation can push prices to an unjustified level, but it takes actual earnings over a period of years to maintain a price structure.

So far as our country is concerned, I am an optimist of the first order. But there is nothing of which I am more fearful than the excesses of unbridled speculation, whether in Florida land or New York stocks. Science has done a mighty job in providing the individual with benefits and advantages never dreamed of in the past. But a way must be found to prevent the distress that

follows an overflow of money from those who earn it to others who merely take it.

Progress can only be purchased at a price. We can no more advance upward on a straight line than we can permanently suspend the law of gravity. Success is always accompanied by perils. The automobile is a boon to humanity, but the exhaust gases from millions of motor cars fill our narrow streets and are spread by stairways and elevator shafts to the remote corners of the rooms in which we live and work.

In many cities the residents inhale a tablespoonful of soot and dirt every 24 hours. In New York City there are 11 rats for every person, and aside from other damage, these rodents consume \$55,000,000 worth of food a year. The toll of several serious diseases is higher than ever before, and we are shouldered with a hospital maintenance charge of \$3,000,000 a day.

It is nonsense to assume that we have emerged into a purely scientific age. The average American continues to think with his imagination rather than his mind, and to live under a conception of the universe that is symbolic and magical. That is why we fall so easily for bunk, patronize quacks, impugn motives rather

## CONTROL FEVER

in acute infectious diseases. In cases of influenza, pneumonia, bronchopneumonia, sepsis, typhoid fever, epidemic encephalitis and other infections, Orargol reduces the temperature and frequently produces a crisis-like effect.

**O R A R G O L**

(Colloidal Gold and Silver)

Advertised only to physicians. Samples and literature on request.

THE ANGLO-FRENCH DRUG CO.

1270 Broadway, New York City

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REG.**STORM**TRADE  
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## Binder and Abdominal Supporter



### Lifts and Holds

For Ptois, Hernia, Pregnancy, Obesity, Relaxed Sacro-Iliac Articulations, Floating Kidney, High and Low Operations,—for any condition calling for abdominal support.

Every *Storm Supporter* is made to order, a doctor's work for doctors.

*Supporter* is made and mailed within 24 hours after order is received in this office.

We will gladly send descriptive literature and samples of materials with full information as to results attainable, with order blanks explaining measurements.

**Katherine L. Storm, M.D.**  
*Originator, Owner and  
Maker*

1701 Diamond St., Philadelphia

than examine facts, and prefer school histories with exaggerated hero tales to those containing plain truths. In some places we even go as far in maudlin sentiment as to support the absurd idea that the physical examination of the throat of a child, during a diphtheria epidemic, unless by expressed consent of the parents, is assault and battery.

In this mechanical age what we call the rights of the private citizen are going to be more and more restricted each passing year. Our much-discussed Eighteenth Amendment is not aimed at the majority of drinkers who are temperate, but at a small minority, who, when drunk, become a menace to the life and liberty of others. One-way street make me drive out of my way to get to my office, but I am coming to understand that I must make this and many other sacrifices in the public interest.

Great disappointment is in store for folks who believe that the stock market is now discounting an era of unalloyed success and happiness. In the years that lie just ahead we will continue to go from one extreme to another. Big business, now living in clover, will once more find its operations greatly restricted. Many unsound social and industrial experiments will be tried. Labor will again become militant. It will be disclosed that many mergers ostensibly put through for the purpose of reducing costs, have really been consummated.

#### VALUABLE BOOK—FREE

Nasal Technic simplified and charted. Mighty handy to have. Fine reference work. Write for it today! No obligation.

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NASAL SYMPHON

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There is no law to prevent us from substituting psychological theories for analytical reasons, but it will take more than mere circumstance to laugh away the fact that the "bootleg" lending of money for gambling has now reached a point where the sum involved is in excess of two billions of dollars.

In a time when all the old yard-sticks have been cast aside and established trends change overnight, one must be forewarned and forarmed. Making money is not nearly as hard a job as keeping it. Not everyone is an idiot who adheres to the notion that there is still virtue in the practice of caution. Opportunities continue to be disclosed on every side. We have sold one automobile on an average to every American family, whereas we have sold only one toothbrush to every four people and a washing machine to but one family in eight. Making money in Wall Street may be highly dramatic, but the profits piled up on Main Street are far more tangible and enduring.

to further the sale of watered stock to innocents.

When we hear even a great economist express the belief that we have come to a time when facts and figures are worth while only in relation to the public state of mind, and the "will to buy" is a far more important factor in any speculative movement than economic data, it surely is a moment for business men to watch their step.

Reprints of the series  
"New Shapes in the Sky"  
are now available (see  
page 29).

#### THE IDEAL TAMPON

Pressary shaped. Medicated—ready to use. The only Tampon that stays in position. Special introductory offer, one dozen No. 2 Ichthyol Iodine Comp. and one dozen No. 8 Zinc Sulphocarbonate Comp. on receipt of \$3.00. Regularly \$2.00 per dozen. C. B. Moyer & Co., 140 N. 11th St., Philadelphia.

# SANMETTO

A  
Requisite in the  
General Treatment of  
**URETHRITIS-CYSTITIS  
PROSTATITIS**

Well Tolerated,  
Quickest in Reducing  
Inflammation,  
Allays Pain.

OD CHEMICAL CO.

61 Barrow St., New York

You may send me literature and  
samples of your SANMETTO.

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## GONORRHEA?

**PRESCRIBE**



**RESULTS ARE**

Prompt and dependable

Write for Technique

**AKATOS, Inc.**  
114 Liberty Street, New York

## For Substitution There's Always A Reason!



Nine times out of ten it's greater profit to the seller—meaning, of course, poorer quality in the product.

And the patient pays a higher price in ill health!!

Physicians have written us that "similar" tonics substituted for Gray's Glycerine Tonic Comp. do *not* give the results they are accustomed to from the original.

Protect your patient and your own peace of mind by specifying in your prescription —

**Gray's Glycerine Tonic Comp.**  $\frac{2}{3}$  vi. \*  
(Formula Dr. John P. Gray) (original bottle)

**THIS** is the special prescription size for your convenience. Also available in 16-oz. bottles.

**THE PURDUE FREDERICK COMPANY**  
135 Christopher Street, New York City

## PEACOCK'S BROMIDES

It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium and Lithium presented in a pure and eligible form has decided advantages over the single salts.

The bromide treatment gives better therapeutic results through the use of Peacock's Bromides than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

Gentlemen:

Please send me a professional sample of PEACOCK'S BROMIDES.

Dr. ....

Address .....

.....

Samples to Physicians Only

**Peacock  
Chemical  
Co.**

Saint Louis  
Missouri

# The Doctor and His Investments

Continued from Page 21

amount of investment intelligence—enough discretion so that he would not invest all of his money when stock prices were conspicuously high—the stock investor would receive far better returns than the bond investor, both in actual dollar returns and in purchasing power."

And Mr. Smith says: "We have not touched upon the opportunities open to investment management at different stages of shorter economic cycles, through shifting from common stocks representing equities into maturing obligations and thereafter returning to common stocks."

Incidentally, the average physician, whose training is in alien fields, is not equipped for these periodic shifts in accordance with the changing economic cycles. If he desires to take advantage of them, he should delegate general management investment trusts, which specialize in such operations, to act for him.

Lawrence Chamberlain, an authority on bonds, in taking issue with the stock advocates, recently pointed out: "It appears that the traditional policy of relying at all times and exclusively on high grade bonds may prove inexpedient in certain stages of the business cycle and during an upward swing in the secular trend (the line showing normal rate of growth or recession in a country). At the same time the recent contention that common stocks as a class are better long term investments than bonds seems unjustifiable, since it is based on the assumption that the secular trend in the future will continue upward."

Hartley Withers, British economist, though recognizing merit in the claims for common stocks, offers these words of qualification: "diversified lists of common shares in the industries of a country that is enjoying exceptional growth and prosperity have a margin of advantage over high grade bonds."

As this academic debate goes on, the physician with funds to invest is left facing a dilemma. However, the subjoined procedure is suggested: Common shares, if thoroughly diversified and well selected, are suitable vehicles for those who desire to express confidence in the future economic possibilities of the United States, but discretion should be exercised as to the stage of the business cycle at which new acquisitions are made. When a depression is impending, cash and high grade bonds are more desirable than stocks.

When the speculative and investment public are deluded with ideas of grandeur, as is frequently the case during bull markets, the conservative investor is foolish to compete with less discriminating buyers. In such periods, more stable investments, such as long and short term bonds, guaranteed first mortgages on real estate, shares in building and loan associations, and contracts for annuities are relatively more attractive even than in normal times.

In recent months, the security markets have been abnormal, with stocks advancing, despite intermediate reactions, while bond quotations since March declined to the lowest levels in more than

In Heart-burn

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Gastric Hyperacidity

## Guia tonic

brings  
prompt  
relief

Test Supply and Literature on Request.

WILLIAM B. WARNER & CO., Inc.

113 W. 18th St., New York City



Prescribing endocrine products has, in some instances, made certain types of operative procedure unnecessary. In non-malignant prostatic hypertrophy

### *Testacoids* AND *Ampacoids*

#### PROSTATE

have played an important rôle in restoring the parts so that use of the knife has been obviated.

Once ovariectomy was common. To-day endocrine therapy has aided in minimizing this operation.

### *Ovacoids* AND *Ampacoids*

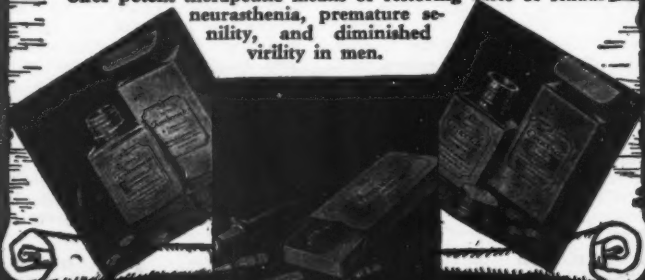
#### OVARY

give most beneficial results in conditions such as amenorrhea, dysmenorrhea, sexual neurasthenia, functional and artificial menopause, and the other sex gland dysfunctions of women.

### *Testacoids* AND *Ampacoids*

#### TESTICLE

offer potent therapeutic means of restoring cases of sexual neurasthenia, premature senility, and diminished virility in men.



The above advertisement is reproduced from the September issue of the R & C Medical Pocket Quarterly. Have you received your copy? Read & Carnrick, Jersey City, N. J.

two years. The immediate price ratios tended to make bonds relatively more attractive.

Commenting on bond price trends, Mr. Roberts, in the National City Bank circular, remarked: "A scarcity of high grade long term issues is in immediate prospect as a result of the light supply of new offerings and the sold out condition of dealers' shelves. There is a moderate demand from larger individual investors who have felt for some time that prevailing levels are attractive for long term commitments and from institutional buyers who have been holding off during the decline but whose accumulations of funds hardly justify the continuance of a waiting policy, particularly when prime issues can now be purchased at levels substantially below last winter's high records."

Apart from temporary market fluctuations, as a permanent investment policy, young physicians, who still have many productive years ahead, can prudently put part of their savings in a well diversified group of high grade common stocks—purchased outright for cash. However, in order to keep a balance between income currently available from investment and prospective income in the future, the physician should also buy good bonds. Insurance, mortgages, and

good bonds should be bought first as the foundation for the investment structure. Later, when the physician has a backlog of high grade issues, he is in better position to assume the greater risk of holding stocks.

Older physicians at or near the age of retirement, who need the maximum current income from investments, will find that they can get a substantially higher immediate return from stocks under existing conditions.

The foregoing discussion has dealt exclusively with outright purchases of securities. Marginal purchases of stock are never a conservative investment method, for it adds to the ordinary risks the danger of taking on more than the purchaser can afford to carry. Short term reactions accordingly shake out the marginal operator, whereas the outright purchaser can always bide his time.



## Ups and Downs

—a monthly review by the  
financial editor

The resumption of active speculation for the rise in the late summer was based in part on the expectation of a rising tide of

For home treatment of

## TUBERCULOSIS

Prominent physicians agree that we have no medicinal remedy equal to Creosote when properly administered.

### Mistura Creosote Comp.

(KILLGORE'S)

Meets all the requirements of the creosote treatment. It is a palatable preparation and does not disturb the most sensitive stomach.

Sample and Literature on request

CHARLES KILLGORE

55 West Third St.

NEW YORK

# RADON

(Has same effect as radium)  
in  
**PLATINUM - GOLD**  
**GLASS Seeds**  
and  
**STANDARD SIZE**  
**NEEDLES and TUBES**

— — —  
Quick Delivery to all parts of  
United States and Canada  
— — —

**STANDARD**  
**CHEMICAL COMPANY**

No. 1 East Forty-second Street  
New York City

*Send for detailed information*

## **BACILLUS ACIDOPHILUS CULTURE** (B. A. CULTURE)

... has met with a favorable reception by physicians in many parts of the country.

Its convenient form (4-ounce liquid), its purity and viability not to mention its ease of administration, are features of particular interest.

May we submit samples and descriptive literature?

**B. B. Culture**  
**Laboratory, Inc.**  
**Yonkers, New York**

corporate income during the remainder of the year. Consumption continues active on a high level. Despite weakness in the prices of wheat, other small grains, and potatoes, the aggregate farm purchasing power in the coming season will no doubt be large. Livestock, hog, poultry, and dairy prices are favorable, and cotton prices are average. Most of the crops are large.

\* \* \*

There has been a widespread disposition on the part of business men and security buyers to ignore the myth that a Presidential year signifies depression. The effort of both parties to win the business vote has minimized the hazard of politics adversely affecting the business situation.

\* \* \*

One extraordinary phase of the financial situation has been the defiance by speculators of the leadership of the Federal Reserve system, which has tried since the first of the year to quiet down speculation and check the flow of credit into speculative channels. New York member banks, in response to the will of the central bank, drastically reduced their own brokers' loans, and by spring the laggard out of town banks began to cut down on their collateral loans. However, these reductions were entirely offset by so-called outlaw loans made to brokers by non-banking lenders, consisting of corporations with



### **Simplicity** **Accuracy** **Reliability**

Backed by three generations of practical experience in Artificial Limbs.

**A. A. MARKS, Inc.**  
90 Fifth Ave.  
New York City

Illustrated Manual, 350 pp., sent free on request to the Medical and Surgical Professions.

surplus funds, individuals, trustees, investment trusts, and foreign institutions. This new source of fuel for the speculative flames tended to weaken the control of responsible banks over the money market. It marked a step in the direction of laissez faire, or financial libertarianism. The practical meaning of the supremacy of dumb forces of supply and demand, rather than of banking will and intelligence, is that the borrowers have a special responsibility to act discreetly. They cannot count on any other agency keeping the situation healthy.

\* \* \*

At the outset of the autumn season, good railroad stocks are still far cheaper than industrial stocks in relation to known assets and current earning power.

\* \* \*

Colonel Leonard P. Ayres, economic soothsayer and vice-president of the Cleveland Trust Company, does not believe that the decline in bond prices has fully run its course. Nevertheless, the investor has an opportunity currently to buy more income with safety than has been possible for more than two years. The individual, who is buying for permanent possession, does not have to try to get the bottom prices. To attempt to do so might entail losing good investment opportunities.

# ANGOSTURA

Dr. SIEGERT'S  
(Elix. Ang. Amari Sgt.)

The familiar flavor powerfully masks unpleasant drugs—tones appetite and metabolism. Elix. Ang. Amari Sgt.—q.s.

Send for Sample

J. W. WUPPERMANN  
Promotion Department

14 East 46th Street, New York, N. Y.

## THE MENSTRUAL CYCLE

need not beget Periodic Distress unless due to congenital or mechanical causes as long as

### AMENORRHEA DYSMENORRHEA MENORRHAGIA

are amenable to the selective, beneficial action of

## APIOLINE

(Chapoteaut)

upon the unstriated muscular fibers of the uterus.

This active principle of parsley in capsule form differs severally from commercial Apiol and should not be confounded with it.

Original vials contain  
24 capsules

Dose: 1 capsule twice or three times daily before and during the menses.

Samples and literature upon request

Laboratoire  
de Pharmacologie, Inc.

92 Beekman St.  
New York City

U. S. Agents  
E. FOUGERA & CO., INC.  
NEW YORK CITY

# ECHITONE

Clinical results have proven the power of ECHITONE to correct many conditions caused by a Blood Dyscrasia, Syphilitic Eruptions, Scrofula, Chronic Eczema, Furunculosis, etc.

# CYSTO SEDATIVE

is recommended in the treatment of almost every form of Cystitis and Prostatitis, especially old, chronic cases with frequent urination. Excellent results have been obtained in Cystitis of the Vesicle Neck, Pyelitis and chronic Posterior Urethritis. Complete formula, literature and samples to physicians only.

**STRONG, COBB & COMPANY**

511 Central Ave.

Cleveland, Ohio

## EFFECTIVE, CONVENIENT, SAFE

More convenient and effective to use than fountain syringe or vaginal douche, containing no toxic agent, more prolonged in action and more definite in effect.

## MICAJAH'S MEDICATED WAFERS

are useable either by the doctor or by the patient herself in the treatment of,

LEUCORRHOEA, VAGINITIS, HYPERSECRETION, RELAXATION OF TISSUE and to disinfect the vaginal tract.

MICAJAH'S SUPPOSITORIES stop bleeding, shrink pile tissue, soothe pain and subdue inflammation.

Samples and literature on request.

**MICAJAH AND COMPANY**

186 Conewango Ave.

Warren, Penna.



## How to Build a Successful Practice

*Continued from Page 11*

man who expects to practice, no matter whether he specializes or not, has the ambition to be materially well off. How many of them, even as they grow older and begin to make money, ever analyze the economic side of practice? In any business, one must reckon actual costs, actual income and actual profit. As a rule, the professional man sets up an office, sometimes involving considerable outlay, waits for patients, and is content to take in enough money to pay actual running expenses the first year, increase enough to pay off a part of his original investment the second year, and then go on, year in and year out, making enough to see that he doesn't owe any money and perhaps having a little over which he often squanders in wild-oat investment schemes.

At the end of a decade he is perhaps living better, that is, has more material comforts; but no doubt he has added to his responsibilities by marrying and having children. There are other mouths to feed, rent has been going up, the cost of living is higher and he has put aside something for insurance. Not having systematized his practice, he worries because each dollar must buy one hundred cents worth and he never knows when an illness may come on. If it does, what then?

In the earlier years, one has to consider certain items carefully. There is interest on the original investment, rent, office upkeep, etc. Aside from these items, one must take into account the actual worth of a man to his own work. This should be worked out

as a drawing account, a salary if you wish. Let us put down some modest figures:

Investment of \$3000 to be paid off with interest in five years .....	\$ 500
Rent: (\$75 per month) ..	900
Office Upkeep:	
Nurse	
Telephone	
Cleaning	
Depreciation	
Miscellaneous .....	3000
Drawing Account:	
\$100 per week .....	5200
Total .....	\$9600

How many men are able to get up to this income in four or five years? I venture to say that an income of \$10,000 to \$15,000 per year is a goal which many men strive for, and yet if one deducts increasing office and family expenses, he has very little left. In fact, the majority of professional men with any ability could make far more money in any commercial line. Yet one should not get discouraged, because in some way or other the majority of men manage to make enough money to make two ends meet.

I have often stated that a professional man is worthy of his hire and that he most often undervalues his services. If you have a certain set fee for your work and your work is worth your fee, you should feel that you are producing a merchandizable article which must be paid for in dollars and cents. We shall agree that the majority of people are honest but there are enough who are not, people who

IN CORYZA, LARYNGITIS, LA GRIPPE, INFLUENZA

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take a particular delight in beating down the professional man, to make one lose his idealism. Every time that you do work for less money than you are entitled to, every time that you reduce a fee because you feel you would rather have a few dollars less in your pockets than to wait interminably to be paid, just so often are you cheating yourself and those dependent upon you. And once the taking of reduced fees becomes a habit, you will find that patients will tell one another, until you are forced to take less money than the job is worth. No business could exist that way! Neither can you.

One is anxious not to create an impression among patients that the almighty dollar counts for more than professional zeal. I have never found that any of my patients who were worth while keeping, ever had the feeling that I was not giving them all of myself that I could. I find that the injection of my personality and conscientiousness in any transaction makes a worthwhile impression and that, in a number of instances where I have charged what might be called excessive fees, I have been more commended than if I had charged a lesser one.

Someone has said that "gratitude, to physicians at least, is too often in direct proportion to the size of the bill rendered and paid." Once a bill has been sent for an amount agreed upon, insist that it be paid in full within a reasonable length of time. You may rest assured that the patient who owes you money for a long period will not come to see you professionally again while the bill is outstanding, nor will he recommend anyone else.

I once heard a successful business man remark that he measured his success by the amount of time he was able to take off from his work and still have his business run efficiently. A professional man can't quite reason that way because his work is too personal. Relaxation, which should

mean the entire elimination of thought about one's work, should be had, and such relaxation should mean indulging in some kind of exercise or play.

This brings me to the all important question of health. Most of us abuse our physical machines until we are in no condition to be fair to our patients. We don't deliver the goods. Moreover, no man can work twelve months in the year without finding that the candle has been burned too low and there is nothing to take its place. A proper mental attitude towards the innumerable problems of practice can never be maintained when the brain is befogged

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with carbon dioxide, various toxins and tobacco smoke. One must have physical exercise no matter how much it seems to cost.

From an economic point of view sickness is disastrous to the professional man. Perhaps he has made out a budget for the coming year, but this budget has not included lack of earning power. One should by all means carry an accident and health insurance policy which will tide him over months or even years. majority of young physicians to-

I am happy to find that the day are keen, intelligent, wide awake, ambitious and anxious to learn. However, there are always some who do not realize the vast strides that are being made in the profession and how necessary it is to keep up with the newest methods. The best way to learn is to spend a few hours each month perusing special journals and the newest monographs. But one must also make a point of

going to local medical meetings and yearly conventions, where he can learn the minds of his medical confreres far away. I am frank to say that I have picked up more practical points of value in my travels than I ever did in New York City. If you think the men in the rest of the country are asleep visit them and have your eyes opened.

Perhaps this discussion of "How to Build a Successful Practice" will be of most practical value if it suggests that we can learn much from personal contacts with successful men, no matter what walk of life they are in. I have for years made it a habit to read everything I could about any successful man, and I have been surprised to find that I often was able to adapt some of the principles of his success to my work.

In the end, one can only measure his success by comparing his status in his profession and in society with those around him.



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